

# Hurricane Warning

**T**HE storm signals have been hoisted for a long time; the water has been getting choppy and the wind rising fast. A number of small boats have already been lost; the rest are battening down the hatches and getting ready for the real blow. Their skippers know the signs—they have been through it before.

All of which is another way of saying that the hurricane of competition is upon us. Up to now an ominous calm has prevailed. We have felt the tension in the air, but have contented ourselves with mouthing phrases about "backlogs of demand," "record national income," "high savings," "obsolescence factors," "consumer demand for our products," and the like.

In the meantime, we have seen our pre-war sales forces dissipated, our training of new men neglected, our vaunted advertising and promotion weakened and our competitive spirit sapped. In a word, our selling muscles have gone flabby.

**S**URE, we have sold a lot of goods since our factories began catching up with themselves. We've hustled about happily filling orders—orders we never even solicited. We could afford to ignore trade-ins; our inventories turned over fast and our bad debt losses were non-existent. First come, first served and cash on the barrelhead. What could be sweeter?

Oh, there were some sour notes: We had to accept tie-in merchandise in order to get delivery on scarce and wanted goods. We got too much of one thing and not enough of another. Installment headache clouds loomed faintly on the horizon. Priority lists often proved worth little more than the paper they were written on. Our liquid capital, which had seemed so impressive to begin with, had a way of melting under the urge to modernize and remodel our place of business. In addition, margins were lower.

But there was nothing to get excited about—nothing that a few more sales wouldn't cure.

And there's where the rub comes.

**O**RDERS have stopped flowing as readily; people are exhibiting an annoying habit of weighing and comparing products; inventories are beginning to pile up; new models are succeeding the old—and before the old are safely out of the shop. Prices have stiffened customer backbones and price cutting in many lines is already an established fact. Competition from other industries is eating into consumer's disposable income; the gas industry has begun a determined effort to increase its slice of the electric pie. Even the discount house vultures are gathering again to pick off stray customers.

There's nothing new about these things; we've had them with us before. The important thing is to realize that preservation and profits will not be the reward of those who do nothing to warrant them. There are signs that trade-ins are being taken more seriously by many dealers; that door-to-door canvassing is being revived; that credit terms are again being used intelligently as an important sales tool. A recent RMA test in Hartford proved that energetic selling could increase radio sales 2½ times over a similar community where no comparable effort was made.

Smart dealers are recognizing that new products—dishwashers, food waste units, dryers, blankets, television, etc.—are bringing them a plus business which was non-existent before the war. They are cutting non-essential expenses to get the money to put into creative sales activities.

These old mariners in the business have long smelled the storm that was brewing and have thrown out their selling anchor to ride it out. But there are many others whose business craft are headed for the rocks. It's time they came out of the cabin and took a quick look at the horizon.

*Lawrence Wray* →

EDITOR

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# HERE'S ELECTRIC

## THE *Commander* either single or double oven model

Two beautiful deluxe ranges — each with 4 Corox surface units. One model has 2 ovens, the other 1 oven and warming drawer.



## THE *Champion* either single or double oven model

Now — a double oven range in the medium price field — and a second Champion — the single oven model — identical in styling and features.



# Again! THE REFRIGERATOR WITH ALL THE FEATURES!

Huge  
Zero-Zone  
Freezer  
Locker

Balanced  
Humidity  
with exclusive  
Summer-Winter Control

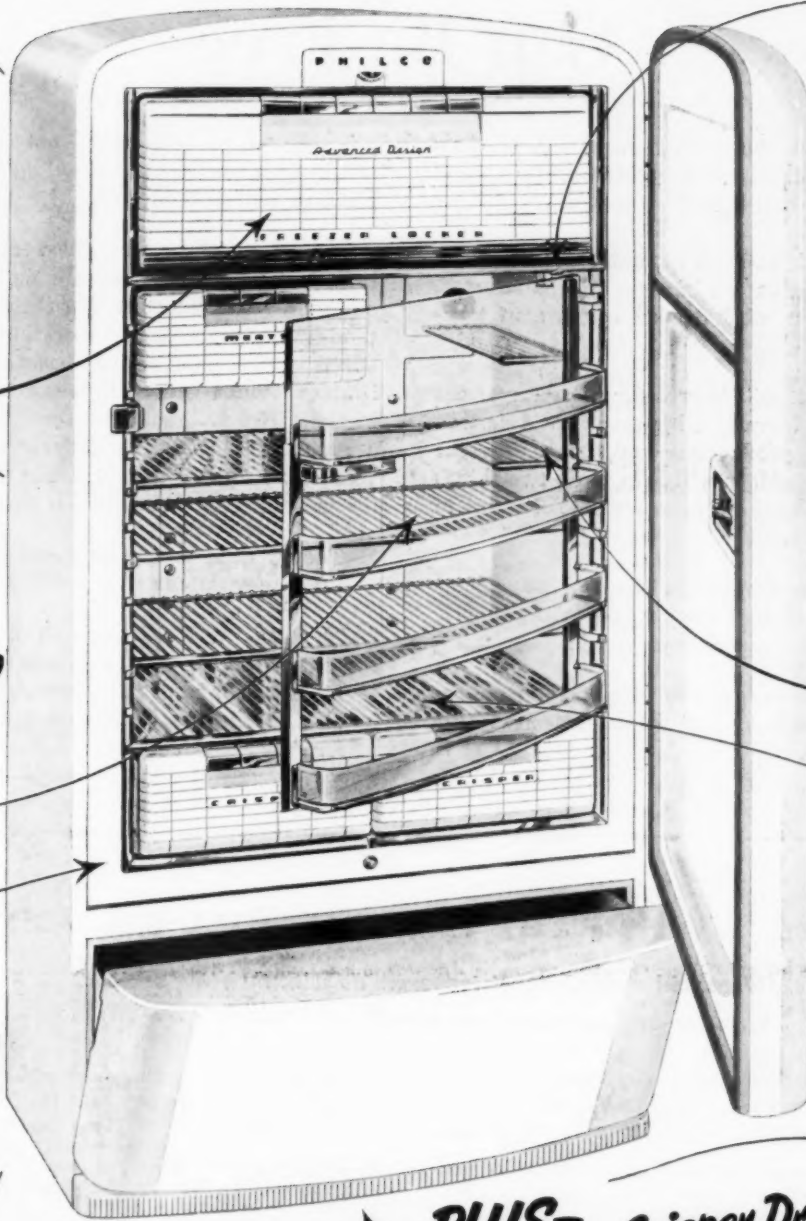
Transparent  
Plastic  
Conservador

Completely  
Adjustable  
Shelves

King-Size  
Super-Power  
System

Exclusive  
Cold  
Shelf

PLUS— Crisper Drawers  
Meat Drawer  
Vegetable Bin  
and a host of deluxe extras



YES, the features that really count for extra value and sales appeal are yours in the new Philco . . . and only Philco has them all. 9 brand new models from \$194.50\* up . . . ranging from oversize 7.7 to huge 11.2 cu. ft. capacity . . . the industry's greatest refrigerator values in every price bracket!

\*In Zone 1

**PHILCO**  
*Famous for Quality the World Over*

# Only a Prosperous America Can Be Free

**D**URING May 50 million American workers will get from the Congress of the United States a real incentive to work.

This incentive is called a tax cut. Beginning May 1, the withholding tax on incomes will be reduced, giving everyone a much-needed increase in take-home pay.

*But the tax cut will have a far more important effect. It may be literally a life-saver for American employment and production—and, hence, for the stability of the world. It will help to do two things which must be done if our economy is to continue to furnish good jobs and good earnings.*

1. *It will generate part of the private funds for investment in common stocks—the “risk capital” which we need to sustain prosperity.*
2. *It will provide part of the incentives necessary to make American business management still more effective.*

These two predictions are not advanced as matters of opinion. They are based on facts reported by McGraw-Hill field editors.

These facts show why the reductions in upper bracket income tax rates are most significant for our continued prosperity. For the first time in more than twenty years the tax burden on people who can afford to risk their savings has been lightened. To find out what this will mean to the economy, McGraw-Hill field editors all over the nation asked a group of business executives making \$15,000 a year or more how they will use the money which the tax cut gives them. Here is what they said:

1. They plan to save—not spend—three-fourths of the money they keep as a result of tax reduction.
2. They plan to invest one-half of these savings in common stocks. If all persons making over \$15,000 follow this pattern, they will make available about a half billion dollars of risk capital for American industry.

## WHAT THE TAX CUT WILL DO

*What will upper bracket taxpayers do with their tax savings?*

*What can business expect as a result?*

**T**O ANSWER THESE QUESTIONS, McGraw-Hill field editors interviewed a carefully selected sample of business executives earning \$15,000 a year or more. Here, for the first time, are solid facts that show how tax reduction will effect the supply of risk capital and business incentives. These are the results:

- |  |         |   |         |
|--|---------|---|---------|
| 1) How much of your tax reduction will you save?   | 74%     | 5) Will lower taxes make you more inclined to take a risk on a new business?  | Yes 80% |
| 2) How much of your tax savings will you invest in common stocks?  | 52%     | 6) Have you turned down the opportunity to take a bigger job in the last five years because taxes would take too much of the additional income offered? | Yes 13% |
| 3) Will lower taxes lead you to switch some of your investment in bonds to stocks?   | Yes 28% | 7) Do you know of actual cases of executives who have turned down bigger jobs or more work because of taxes?  | Yes 38% |
| 4) Have you passed up an opportunity to invest in a new business in the last five years because the return after taxes did not justify the risk? | Yes 40% | 8) Will lower taxes make you more inclined to take on a bigger job or more work?  | Yes 59% |

3. They also will switch some of their present savings from bonds and bank accounts to common stocks. This might easily add a billion dollars or more to the supply of risk capital.

The one-half billion dollars of tax savings and the funds switched from other investments into common stocks is not enough to end the shortage of risk capital. But it is a start.

*Before passage of the tax law, risk capital had been growing increasingly scarce.*

One measure of the scarcity is that last year only four-tenths of 1% of national income went into new common stocks. In 1925, a year of normal prosperity, almost 3% of national income was invested in new common stocks.

Another measure is that between 1940 and 1947 people actually reduced their holdings of corporate stocks and bonds by nearly a billion dollars. During the same period, people salted away almost \$150 billion in such safe havens as cash, bank deposits, and government bonds.

This drought of risk capital hit us just when we need a vastly increased flow of risk capital to finance the expansion and improvement of our American productive machine. We need risk capital to search for new oil fields and to build new pipelines and refineries. We need capital to expand our over-loaded electric and gas utilities. We need it to finish re-equipping our airlines and railroads and bus lines. We need it to modernize our textile production. We need it to keep pace in the magical, booming chemical industries. We need it to launch the new industry of television.

*We need capital for all this work and for much more besides. And we must do all this work if we are to keep the United States dynamic and if we are to create new and better jobs.*

The tax cut comes just in time. As the last editorial in this series showed, the flow of risk capital must double or triple if we are to avoid a cutback in industrial expansion next year. A major reduction in industrial expansion because of a shortage of risk capital would menace our prosperity. Whenever capital expansion has sagged, the whole economy has sagged. That is the record. That is why every American has a crucial interest in breaking the shortage of risk capital.

**The tax reduction now going into effect helps relieve that shortage. In my opinion, we need still**

#### **other tax changes to assure enough risk capital for healthy industry and healthy employment.**

We should encourage the rapid depreciation and replacement of plants and equipment to keep America efficient.

We should eliminate the double taxation of stockholders' incomes.

We should permit full averaging of good years and bad in calculating income tax payments.

We should cut tax rates again as soon as we can.

The tax cut of 1948 will prime the flow of capital. We must keep it flowing.

*The tax cut also encourages our successful men and women to work harder and more effectively.*

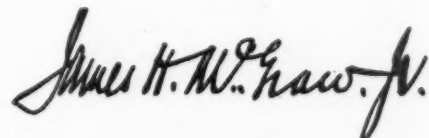
The McGraw-Hill editors collected some solid facts to show how seriously heavy taxes have discouraged business leaders. Here they are:

1. One out of seven persons the editors questioned said that they had turned down positions with greater responsibilities because heavy taxes would take most of the greater pay that went with the harder job.
2. Six out of ten executives would be more inclined to accept a more responsible job now that taxes will let them keep more of the added pay such a job would bring.

We all have a stake in incentives which make men work harder, especially talented men. The more we each work, the more we all have.

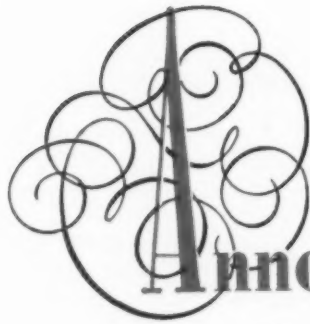
The tax reductions so far made will leave the government more than enough revenue to meet all its expenses, including the proposed defense expenses, and still reduce the national debt. If more defense money becomes necessary, vigorous economy on less essential government expenses will make possible both stronger military defenses and a better tax system. We need both.

Only a prosperous America can be strong enough to remain free—and to help keep the rest of the world free.



President, McGraw-Hill Publishing Company, Inc.

THIS IS THE 67TH OF THE SERIES



# Announcing

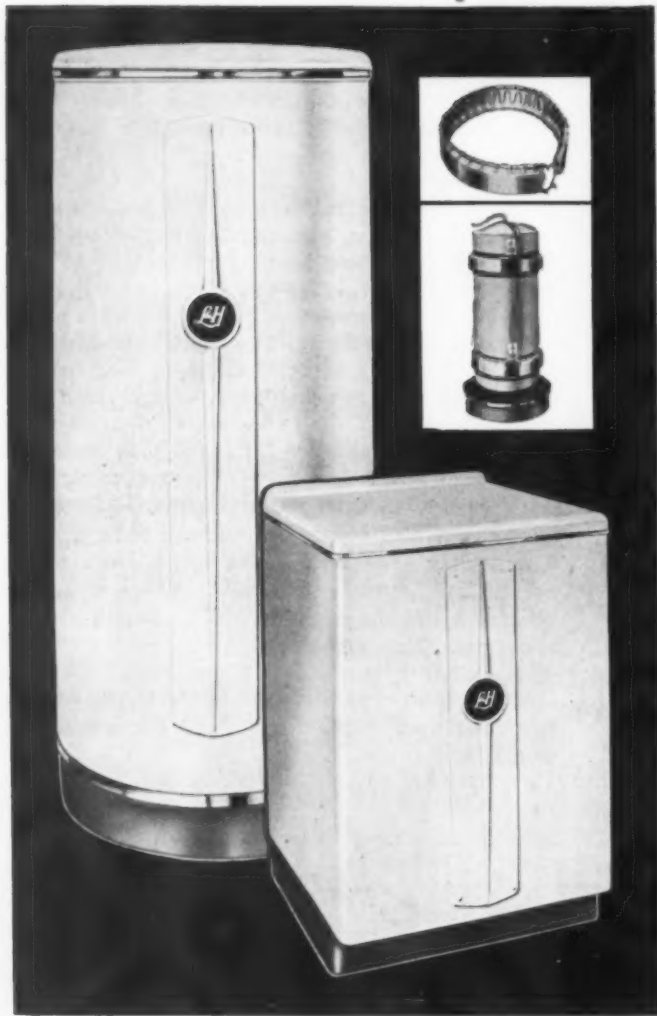
*the new*



## AUTOMATIC ELECTRIC WATER HEATER

*with "EQUATO-RINGS"*

**and Magnesium Protector Rod - Ten-Year Warranty  
... The Biggest Sales Makers in Water Heaters!**

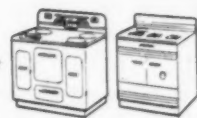


EVERY HOME OWNER is a prospect for this new heater that produces abundant hot water automatically.

A new heating principle is embodied in the L&H Automatic Electric Water Heater . . . *low temperature operating*, external tank heating that minimizes corrosion and mineralization, lengthens life of units, cuts down current costs. Uniform water temperatures are dependably maintained, hot water waste reduced. Heavy Fiberglas insulation insures maximum heat retention. Precision built and designed for easy serviceability should repairs be needed. Streamline styling in wide range of sizes, both round and table top. National advertising is telling your customers all about it. See the featureful L&H Automatic Water Heater. It gives you a big edge on competition! Write today for information.

**A. J. LINDEMANN & HOVERSON CO.  
Milwaukee 7, Wis.**

*Also manufacturers of  
L&H Automatic Electric  
Ranges and L&H  
Kerosene Oil Ranges*





**BEFORE** Langley High School's domestic science classes were held here—clean and neat, yes, but entirely lacking in the concept of modern home life in relation to arrangement and use of time-saving domestic equipment and today's electrical way of living.



**AFTER** What a difference: five kitchen units, fully equipped with modern ranges, refrigerators, electric sinks and other appliances; the automatic home laundry installation; the informal snack bar. Students grin when they walk into this classroom!

# Let's Go to School!

**C**AN you think of a better way to sell the "electrical way of living" than in our schools? . . . than in the placing of modern appliances in classrooms where students are studying how to become future homemakers?

This ideal arrangement is well underway in the Pittsburgh area. There in a number of high schools old, out-moded home economic science facilities have been ripped out and replaced with up-to-the-minute electric and gas ranges, automatic washers, dryers and ironers, dishwashers, sewing machines, vacuum cleaners and the whole gamut of table appliances.

### Three Schools Equipped

At this writing, the changeover has been effected in Langley, Bellevue and McKeesport high schools. Hundreds of highly interested parents have attended each formal opening of the new facilities. School officials share contagious enthusiasm for the projects with the local utility, distributors, manufacturers and dealers.

Furthermore, architects and builders find a great deal in this educational program that touches upon and interests them. They freely give their endorsement.

The plan is backed by H. H. Rothrock, secretary and business manager, and M. M. Steen, chief of division of plant operation and maintenance, of Pittsburgh public schools. They saw a

mutual benefit to be derived from a modern home and family living unit to be used as a research center, as advocated by manufacturers of residential homemaking equipment immediately after the war:

From an educational point of view, and from the angle of experimentation with equipment in a public school situation.

Earl A. Dimmick, superintendent of Pittsburgh's public schools, pointed out that the initial effort along these lines, presented at Langley High School, was the type of layout that should form the pattern for home economics in the city.

"As our mode of life has become more complex," he said, "the needs and demands of the home have not only changed, but increased in number. . . . To meet these changed conditions and the technical advances made in equipment for the home, it is necessary to shift the home economics program into a broader concept of home and family living to include subject matter division such as foods and nutrition, child development, textile and clothing, family relationships, housing, home management and consumer information.

"In order to make such a program work, it is essential that classrooms be redesigned and re-equipped on a more practical basis. The old style home economics laboratory is no longer sat-

(Continued on next page)

**Pittsburgh's high schools are teaching the younger generation all about living electrically by creating attractive, home-like surroundings, equipped with the latest electrical appliances—and the kids are learning to use them**



**IRENE E. McDERMOTT**, director of home economics education in Pittsburgh, seeks to ". . . vitalize the study of home economics as it is interpreted in family living today."

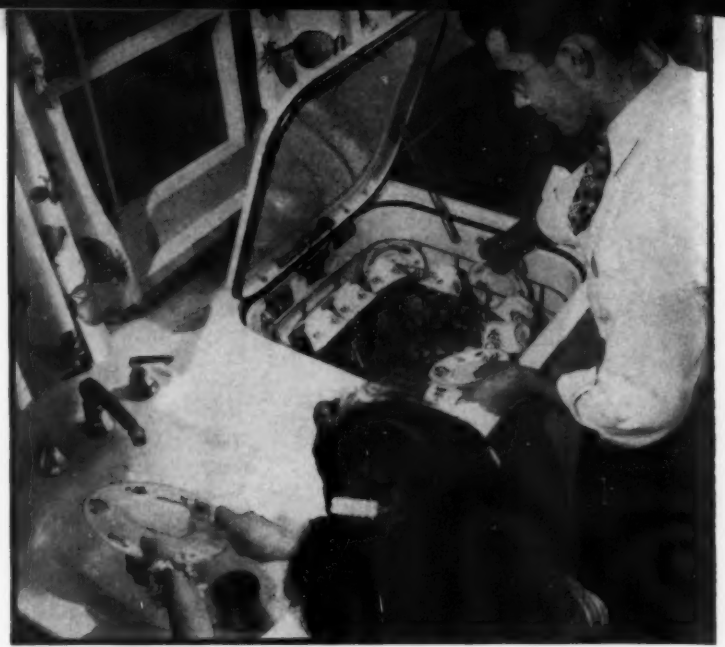


**EARL A. DIMMICK**, superintendent of Pittsburgh public schools, introduced the homemaking department project described in this article. Three schools have changed over already.

**HOW 'TEEN-AGERS ARE LEARNING TO LIVE ELECTRICALLY TODAY (See Following Pages)**



EVERY HOME doesn't have an attractive snack bar like this, but students at Langley (no professional models were used) are shown the pleasant aspects of its informal use, with wafflebaker, toaster and coffee maker, as a desirable feature of living in their own future homes.



"O. K., I'LL HELP WITH THE DISHES," says the boy friend, when he spots the marvel of an electric dishwasher. The electric dishwasher-sink is especially attractive to students, who often have to "clean up" after meals. "The garbage disposal is mighty handy, too," they say.



STUDENTS OFTEN DEMONSTRATE what they have learned to each other and to outside groups. They get more pleasure out of this phase of their homemaking education when it is done in the modern kitchen setup as shown here at Langley High School.



"CAN THIS REALLY BE WASHING?" question students as they become acquainted with automatic washers, dryers and ironers. It is no wonder that their hearts and minds are won over to the electrical way of living as they learn this phase of future homemaking.

isfactory for housing such a program. Toward this end, the Langley homemaking room was redesigned with its living-dining room, home kitchens and laundry."

#### Miss McDermott's View

Hearty approval from Irene E. McDermott, director of home economics education, has also been voiced. A partial statement of her views goes as follows:

"In setting up our program for family living, the home is our focal point. . . . This research homemaking project (at Langley), is the result of many years' planning and study. It has been designed for home living to give boys and girls experiences and opportunities of living and working together in as nearly a home-like situation as possible. . . .

"One of the old laboratories was used for the conversion of an efficiency

apartment—a living-dining room with in-a-door beds. . . . Every opportunity has been given for the use of all kinds of modern household equipment.

"This equipment in the school makes for less confusion in the classroom and gives greater opportunity for group work in a home situation. Home management skills will become more meaningful than ever before. . . .

"They (students) will definitely become more consumer conscious, which will result in a wiser selection, care and use of home furnishings. . . . Working in home-like surroundings with actual home furnishings and household equipment, should vitalize the study of home economics as it is interpreted in family living today. Participation as a member of a family-sized group should do much to inculcate into the lives of our boys and girls those traits that we deem essential for the 'Homemakers of Tomorrow.'"

The faculty view is favorable.

Ted McQuiston, sales promotion manager of Duquesne Light Co., spoke glowingly of the program. The utility has been aiding in the preparation of literature about the new classrooms, and has naturally been one of the most cooperative agents in the program's realization.

"This educational process in the electrical way of living," he enthused, "can hardly be beat for getting across to consumers, or potential consumers, just what modern appliances can do in the way of easing and aiding a richer home life.

"It serves to point out that even an electric mixer, for instance, doesn't mean a thing until it is properly used. The program sells use, and thereby profits everyone concerned, all down the line.

"Manufacturers yearly replace the appliances that will be used in these

new classes, and demonstration technique will thereby be improved and the most technical advancements in appliances be followed as soon as possible. Schools can, for that matter, buy through either a distributor, dealer or manufacturer, the way the program is set up, and each will bypass profit on the item concerned, in order to get the demonstration privilege.

"It's one of the greatest things to ever happen to electrical merchandising," he concluded, "and should sweep the country in time. It's a natural, that's all."

#### Home Atmosphere

When you enter Langley High School's domestic science classes now—or as they perhaps prefer it, the homemaking department—you are struck by the duplication in arrangement and facilities of any modern home outfitting. For instance, each of five





**THE REFRIGERATOR** is the "food preservation center" in Langley's new scheme of things. Different foods go into different storage areas in the modern refrigerator, they learn, and thus become more efficient kitchen managers while protecting food wholesomeness.



**ELECTRIC (and gas) ranges** are part of the "work-kitchens" at Langley. In meal preparation projects the students do much of the work themselves, and they learn that cooking success and efficiency come easily with the use of modern equipment such as this.



**WITH ITS POPULARITY** sweeping the country, food preservation's newest implement, the electric home freezer, had to enter the equipping of Langley's homemaking department. Students learn preparation and packaging of all varieties of foods for this modern appliance.



**THE ELECTRIC HAND IRON** is not forgotten at Langley, but this work-saver, the automatic electric ironer, wins over students by the score. They match skills at shirt-ironing! Note in the corner, the electric water heater—no scrimping on hot water as these young people learn its convenience.

kitchen units could have come from someone's home, based on the efficient, step-saving three-work-center idea of modern kitchen planning.

Each unit is completely equipped, from shining aluminum cooking utensils, flat silver, and linens, to the electric sink. Work-tops and convenience outlets are just where they are needed, adequate and well-placed. Cabinets are designed for maximum utility.

Not every home can have an attractive snack bar, but Langley has one, promoting the idea that the kitchen can be the center of informal entertaining, as well as having other important aspects in family living. Waffle baker, coffee maker and toaster—just a few of the table appliances handy for preparing informal refreshments. Students learn how to use these properly, and they love it!

In our enthusiasm for the student angle of this educational "revolution"

in Pittsburgh area schools, we've almost neglected to state that the Langley project, for instance, is not used solely as a classroom for students. In every sense of the phrase, it is a community homemaking center—thus doubling its promotion of modern appliance "use"—because evening classes for adults are regularly scheduled. Folding chairs come in for group demonstrations, and audience participation is not uncommon.

Let's look around a bit more. Refrigerators, for example, become "food preservation centers" to the students. They learn where to put foods in a modern refrigerator. The newest development in this field, the home freezer, is explained and girls taught how to prepare and package all sorts of foods for a modern electric home freezer.

Walk over to the sink. Here students learn the importance of the garbage

disposal equipment in preparing vegetables and other foods. And the miracle of electric dishwashing is especially liked by all students—debris and garbage are ground up and washed away, the dishwasher rack is loaded, and in a short interval not even a towel is needed to complete the job.

In Langley's automatic home laundry equipment the students find that wash-day can be a pleasure-day. "It hardly seems like washing at all," they say. No rubbing, wringing—nor hanging up to dry! The electric clothes dryer does away with weather worries, they learn. Of course, besides becoming acquainted with modern home laundering, students learn selection and care of cloth materials in home life.

Look behind the snack bar there—yes, it's an electric hot water heater! It's not hard to convince students, who like a good, hot bath, that modern kitchens demand plenty of hot water,

all the time, along with personal needs.

But back at that laundry setup again for a moment. You see an electric ironer. The girls like this energy-saving appliance, sitting as they work, and they have little rivalries as to the best shirt-ironer in the crowd.

All in all, you get the impression that students who come into contact with Langley's homemaking department learn the very practical place of modern appliances in wholesome, happy home life. Of course this atmosphere is duplicated in the Bellevue and McKeesport projects, and will naturally follow in future developments in additional schools in the area.

It's the old story of "trial and error," and yet paradoxically enough, it isn't—that is, in learning use of modern appliances a decided percentage of errors in modern homemaking is done away with and the entire business of living is made smoother, more pleasant. *End*



✓ The use of manufacturers' promotional aids showed that 74% were not used at all, 21% were used moderately, only 4% extensively."

# ✓ CHECK-UP on Selling

**A** THOUGHT - PROVOKING survey of sales methods utilized by dealers in New Orleans has recently been made by the Bureau of Business Research of the College of Commerce and Business Administration of Tulane University.

Results of the survey, sponsored by the Electrical Association of New Orleans and conducted under the supervision of F. Santry Reed, professor of

marketing at Tulane, were a revelation to the dealers who heard the report. The survey was one of the first of its kind undertaken by a university research bureau and is unique in that it delved into almost every phase of selling from the attitude of salesmen to the general appearance of appliance stores.

The dealer division of New Orleans Public Service, Inc., presented the re-

sults of the survey to approximately 450 Crescent City dealers at a dinner sales meeting held recently at the Jung Hotel. Division Manager E. N. Avegno, who acted as master of ceremonies, told the salesmen that the information revealed by Prof. Reed's report would be used as a guide in planning NOPSI's 1948 sales training program for dealer personnel so that more time and effort will be devoted to helping appliance salesmen to improve their sales technique.

### New Methods Needed

"The time is approaching when half-hearted selling efforts must be replaced by scientific, aggressive selling methods if the appliance industry is to retain the position among other industries which it so rightly deserves," Prof. Reed said in his preface to the survey. "Competition for the consumer's dollar is becoming more severe; merchandise shortages are rapidly clearing up, and the consumer again is becoming more critical and a more cautious buyer. Ineffective selling methods must be discarded if our sales organizations expect to survive.

"Obviously a study of this kind can accomplish nothing in itself in the way of improving existing conditions. It is

hoped, however, that it may highlight the weak spots existing in our sales organizations, particularly in the retail field, and serve as a basis upon which to build a sound training program."

A total of 129 retail stores handling appliances were surveyed in 135 actual shopping experiences. The shoppers included a young married couple shopping together, three men, two married and one single, shopping separately, and one young woman shopping alone. These shoppers, all graduate students at Tulane, were briefed in the procedure to use and were sent to various appliance stores in the guise of bona-fide customers. They were instructed to observe carefully and later note on a data report form such evidence of good or bad merchandising as appearance of store fronts and appliance departments, effectiveness of window displays and floor displays and use made of manufacturers' selling aids. They also were asked to report all evidence of good or bad sales methods and techniques displayed by the salesmen.

Highlights of the survey showed that "stores in general are in pretty good repair and windows and window displays fairly attractive, but sales floor service and sales strategy are



✓ "A total of 34% of the demonstrations attempted were definitely ineffective, with only 21% obtaining customer participation."

**The entire electrical appliance industry down in New Orleans expects to benefit from the survey of sales methods made by business researchers at Tulane University**



✓ "The customer's needs were determined adequately, before the salesman attempted to sell a product, in only 6% of the cases."



✓ "Knowledge of the product being sold was sketchy in 40% of the cases, very incomplete in 18% and complete in 40%."

considerably below par." A further conclusion of the report was that the survey showed "marked evidence of little sales training in a great majority of the stores, as well as the prevalence of many bad selling habits resulting from the predominating influences of a sellers' market."

Under "appearance of the store" the following figures show the general impression made by the looks of the store on the shopper: excellent, 7 percent; good, 20 percent; average, 45 percent; poor, 21 percent, and unsatisfactory, 7 percent. Window displays fared much better, ringing up 87 percent clean; 77 percent inviting; 92 percent in good repair, and 79 percent well lighted. Attention-getting value of floor displays mostly were average—42 percent; only 5 percent were rated excellent, 16 percent good, 24 percent poor and 13 percent unsatisfactory. Interior lighting ratings were approximately the same.

**Promotional Aids Ignored**

The use of manufacturers' promotional aids in show windows showed the following figures: extensively, 4 percent; moderately, 21 percent; not at all, 75 percent. The percentages for these promotional aids used inside the store was approximately the same. It was found that department stores made less use of these aids than did either appliance stores or furniture stores.

The survey included an extensive

study of appliance salesmen encountered by the shoppers and the conclusion reached was that the overall efficiency of the salesmen was considerably below average. In appearance, a figure somewhat above average was shown; skill in greeting customers was below average, but only 11 percent were checked as unsatisfactory. Further highlights showed:

**Where They Fell Down**

Though salesmen were 95 percent courteous, only 41 percent smiled.

The customer's needs were determined adequately, before the salesman attempted to sell a product, in only 6 percent of the cases.

Knowledge of the product being sold was very complete in 42 percent of the cases, sketchy in 40 percent and very incomplete in 18 percent of the cases.

Only 37 percent used a "carefully planned" sales talk.

A total of 34 percent of the demonstrations attempted were definitely ineffective, with only 21 percent obtaining customer participation.

When the price of an appliance was asked, 71 percent answered bluntly, 29 percent stated the price and attempted to justify it, while none of the salesmen postponed stating the price, although it was asked very early in 32 percent of the sales.

In 13 percent of the cases, shoppers left in complete disgust, and only in 33 percent of the experiences did the cus-

(Continued on page 88)

**HOW DO YOUR SALESMEN THINK AND ACT?**

The following are actual excerpts from the report of appliance shoppers in New Orleans:

"When I told the salesman that I wanted to look at a refrigerator, he asked, 'Electric?' I said, 'Yes', and he stated, 'We don't have any.' I then indicated I had seen one in the window and he continued, 'It's a floor model. We can't sell it—in fact, we're not even taking orders any more.'"

"The salesman immediately showed me a deluxe model range with the statement that 'most people want this one', even though I had stated I would like a small one."

"The demonstration was carried on in a show window. The owner who was waiting on me called his daughter to work the machine. Unfortunately it was out of order and the father and daughter engaged in a lively argument between themselves about who should have had this fixed before this happened."

"When I inquired about the possibility of parts breaking on the range, the salesman stated that if they did they could be replaced or repaired with little trouble."

"When I objected to the top of the home freezer having no lock and questioned the possibility of cold air escaping, the salesman stated in a very determined manner, 'My friend, hot air rises; cold air stands still. Your wife won't have it opened more than one and one-half to five minutes at a time.'"

"The salesman told me that appliances being made today were, on the whole, not of good quality."

"When I stated that I had planned on getting the mangle iron for my wife but that I had better talk with her and bring her in first, the salesman only replied, 'O. K.'"

"The salesgirl had to move tricycles out of the way in order to get to the refrigerator. She opened the door of the refrigerator and stated, 'This model is a nine cubic foot capacity and has an automatic defroster.' When asked how this defroster worked, she said she did not know and made no effort to find out."

"Considerable profanity was used in the sales talk."

"The salesman did not seem interested in selling me the range. He had been speaking with a friend and seemed annoyed at the disturbance. To demonstrate the range would have meant that he would have to squeeze himself into the small space between appliances on the floor and he probably felt this an inconvenience not worth while, since I had stated I was not sure whether I wanted a gas or an electric range."



**EXPERTS IN HOME SERVICE** demonstration are Mrs. Valeria Freeman, right, and Mrs. Joyce Posey, both graduate home economists with special training in the merchandise sold at Campbell's.



**MRS. VALERIA FREEMAN**, home economist, prepares to show an interested group of Shreveport housewives how they may combat the high cost of food by the use of leftover menus from a home freezer.

# Five Home Freezer

ONE of the smartest jobs of selling home freezers in the Southwest has been accomplished by the Campbell Radio & Appliance Co., of Shreveport, La., which celebrated its twentieth anniversary in business on Nov. 1, 1947. Back in the early part of 1946, the owner and operator of the firm, J. Evan Campbell, figured that the home freezer was an ideal line in which to specialize for his trading area, and he has been hanging up records in freezer sales ever since.

"We figured the war ended in 1945, and we went to work right then to get our share of post-war appliance sales," says Mr. Campbell. "Early in 1946 we opened and enlarged a modern appliance store, added the services of two home economists and went out after business in a big way. Deliveries were slow, to be sure, but we went right on selling and demonstrating because we knew that eventually, they were bound to start coming in."

Mr. Campbell's records in selling home freezers are the result of mer-

chandising methods which actually benefit and render a service to the consumer. For example, the ideas worked out by Mrs. Valeria Freeman, the firm's home economist, and her assistant, Mrs. Joyce Posey, are right in harmony with the trend of modern living and undeniably are worth the time and study of any housewife. One of the most effective of Mrs. Freeman's ideas is her "menu-from-leftovers." This is the procedure of providing sales prospects with menus—all personally worked out and tested by Mrs. Freeman—made entirely from leftovers which otherwise might be wasted. The procedure has two valuable features. First, it shows the housewife a way to combat the high cost of food, and second, it demonstrates and accents the value of a home freezer.

#### **Eager Audience Waiting**

"What housewife today isn't interested in cutting down on her food bill?" asks Mr. Campbell, shrewdly.

"By approaching at this angle, we've got a ready-made, even eager audience waiting for us. Naturally, Mrs. Freeman's menus have to be good because she's suggesting them to some of the best cooks in the country. So far, they have made a solid hit and since all these menus involve the use of the home freezer, our sale of freezers has been very high. A few years ago, the average family had a big turkey on Thanksgiving, turkey sandwiches the next day or so, turkey hash for two more days and by that time, were sick and tired of the bird. If it weren't gone by then, they simply refused to eat any more of it. Now, it's so different—turkey on Thanksgiving, sandwiches in January and hash in March—all from the same bird, at no more cost and nobody's appetite jaded. It's a great talking point for the sale of freezers."

A second factor on which the Campbell home service department has capitalized in its freezer selling campaign is the tendency of Louisianans to "go

visiting." This means that unexpected company is likely to drop in on a housewife at almost any time—an accepted practice dating back to old frontier and Creole days. Mrs. Freeman and Mrs. Posey stress to the Louisiana housekeepers just how such visits can be taken in stride. A home freezer full of food, they say, is a guarantee against such emergencies at almost any time and the housewife has only to dip into her cabinet to provide additional fare. Three other talking points most successfully used by Mr. Campbell's salesmen to sell freezers are (1) variety in meals, a "must" in the Bayou State; (2) speed in preparation of meals, not so important down there but appreciated by housewives, nevertheless, and (3) seasonal buying—delicious Louisiana strawberries and other seasonal products the year round.

"These are the five major talking points which we use to sell home freezers," says Mr. Campbell, summarizing. (Continued on page 196)

- 1 Menus from leftovers...
- 2 Constant food supply...
- 3 Variety in meals...
- 4 Speed of preparation...
- 5 Ability to buy in season

These are the five chief arguments used by J. Evan Campbell of Shreveport, La., to hang up a record in home freezer sales — and home economists get the story over to the housewife.

By A. B. WINDHAM



THERE IS NO SUBSTITUTE for practical demonstrations, according to Mr. Campbell. As the home economist shows how an ironer works, a salesman stands by ready to answer questions.

# Sales Arguments



J. EVAN CAMPBELL, progressive Shreveport appliance dealer, talks to the sales staff which has helped make his firm a leading one in North Louisiana.



A MODERN BRICK BUILDING houses the Campbell Radio & Appliance Co. Slanted display windows eliminate glare and attract shoppers.

# DRY A BUNDLE...



**1 ANNE DYLESKI**, left, manager, Bendix Home Service, finds the most logical prospect for an automatic dryer sale is the housewife who has just purchased a washer and can send a wet-wash of her own in for a more convincing trial.



**2 E. I. STROMFERS**, Winter Co. salesman, returns from the prospect's home with the bundle of wet-wash. Close to 100% of such trips have eventually resulted in selling a dryer.



**JUST INSIDE** Winter's doorway sits an automatic dryer, often catching the eye of the shopping housewife. Stromfers or another salesman is always on hand to explain its operation and invite the prospect to have her next wet-wash dried in the store.

## Working on washer-owners, the Winter Co., Erie, Pa., dry a bundle of wet wash for clothes dryer prospects and convert many of them to dryer owners, too

**I**T'S NOT an unusual sight on busy State St., Erie, Pa., to see a gentleman carry a bundle of wet-wash from his car into The Winter Co., 63-year-old piano, radio and appliance store. But if you're curious enough, you might follow him and ask R. R. Brown, general sales manager, what's going on.

"We're selling dryers," he states emphatically. "You saw one of our salesmen bringing in wet-wash from some local home," he goes on to explain; "this is a common practice in our promotion efforts for such sales."

Competent and cooperative sales personnel, coupled with this "we'll-dry-it" idea, results in close to 100% success in closing sales to dryer prospects, according to Brown. The Winter Co. sold plenty of dryers before the war,

and more know-how has been accumulated since then.

Most logical prospect has been the housewife who just bought a washer, especially if an automatic washer was chosen, although The Winter Co. sells many brands of the conventional type. Frequently these in-store sales are closed by Anne Dyleski, manager, Bendix Home Service (only the Bendix dryer is handled).

She then asks the customer to take a few more minutes and see an automatic dryer. She emphasizes what a work-saver it is, how its user can ignore the weather on wash day, and how enthusiastic are present owners of automatic dryers. She can back this last statement up with facts, as learned in a local survey some time ago.

"Pennsylvania Electric made a sur-

# ...SELL A DRYER



**3 STROMFERS** hands the wet-wash to Miss Dyleski, one of whose duties consists of drying the clothes right on the sales floor—the more spectators, the merrier.



**4 THE CUSTOMER** is usually very favorably impressed, and the promotion for this happy ending—Stromfers writes up the order, while Miss Dyleski grins her approval.

vey of automatic dryer users during the war," said Brown in this regard. "At that time practically all the dryers used in this area were electric. The Winter Co. handled only electric models then, although today both electric and gas dryers are on our sales floor.

"Well, the survey wanted to find out the approximate cost of using an automatic electric dryer. They found it inexpensive to operate, as practically everyone knows, now, but the greatest reaction to the survey, we were pleased to hear, was 'We don't care what it costs to use—it's so darned convenient, we wouldn't be without it now.'"

#### Proposes Demonstration

Brown's wife has used a dryer for six years, and he caught a lot of her enthusiasm. But to get back to our prospect:

Miss Dyleski proposes a demonstration of the automatic dryer. Both gas and electric models are installed for operation in the store. More often than not, however, it has been the prospect's inclination to beg off principally because of the time element. A

drying might take from a half hour to an hour, depending upon the size of the bundle and the degree of dryness needed to impress the prospect.

"I'm sorry, but I must meet a friend in a few minutes;" or, "I've too much shopping to do this morning," are some of the reasons given for a hurried exit from the store.

Then the "we'll-dry-it" suggestion is given. The Winter Co. offers to come out to the prospect's home, any time of the day, any day of the week, and bring a wet-wash just out of the washer into the store for drying in the automatic dryer.

This offer is often greeted with a chuckle, but the novelty of the idea is catching. "Besides," the prospect probably reasons, "it would save me quite a bit of time and work at that!"

When the offer is taken up, and the bundle of wet-wash has been dried in the store by Miss Dyleski, the salesman who went for it takes it back. He opens it and takes out a towel, let's say, and asks the housewife to feel how fluffy it is, and to notice how dust-free every item is and how fresh-smelling.

For the housewife who says she

likes her clothes to be exposed to sunlight. Winter salesmen have a pretty good answer.

"Well, that's fine, and we understand pretty well how you feel," goes their comment. "But how often can you depend on sunlight for wash day, especially in this part of the country? (Erie is one of the cloudiest localities in the country.) Automatic drying is convenience itself."

The salesman often closes a sale upon return of the dry bundle of clothes, but if not ("I'll talk it over with John tonight,") he calls again, or makes an appointment at the store for writing the order.

"One of our convincing selling tactics," commented E. I. Stromfers, who handles many automatic dryer sales, "is the real fact that those who have used a dryer the longest are its most friendly advocates."

Abetting the dryer sales program are advertisements in local dailies, carefully gauged by Brown for good effect. For instance, he has timed his copy with the weather, running this question on a rainy Monday in Erie:

"How you gonna dry your clothes today?"

Impressive sales quarters are also important, as in any branch of appliance selling, stipulated Brown. The Winter Co. has yet to hold its "grand opening" of remodeled sales rooms, although remodeling was completed over a year ago!

"We don't have the merchandise for that kind of thing," said Brown, "and in fact really heavy promotion is held up because of the supply situation. That goes for the dryer picture, too."

#### Front Door Display

Nevertheless, some \$25,000 has gone into store streamlining, better lighting, a new mezzanine department for radios, and a mezzanine display area visible from the street through the Winter Co.'s \$3,000 invisible-glass show window, which happens to be the only one of its kind in this part of the country.

Dryers are prominently displayed near the front door, another aid to merchandising this product. In the concentrated kitchen appliance sales area, under the mezzanine, an automatic home laundry display is still another feature that ties dryer promotion in with the modern kitchen. *End*

# TELEVISION



SIGN, ANTENNA, PLACARD and "raw materials" of build-it-yourself television set draws customers to Television of Buffalo's corner in Household Outfitting Co., Buffalo. Heavy direct-mail gets good results, too.

**D**ON'T overlook the man who likes to "tinker" if you're going all out for television sales. That's the creed of Television Of Buffalo, leasing sales area in Household Outfitting Co., Inc., of 575 Main St., Buffalo, N. Y.

Very good sales results have been achieved by promoting television kits. A barrage of direct mail advertising over northwestern New York state is the principal implement in promotion efforts.

"Last November, when Television Of Buffalo came into being under Ray Lewis, manager, actual televised programs were not slated for the air until early this year," said Earl LaClair, one of the firm's most experienced television salesmen; "but we launched newspaper advertising to see what direction the wind was blowing, so to speak, in regard to the coming innovation."

To continue the figure of speech, store traffic resulting from the advertising indicated a fair-to-strong breeze in the direction of television kits on display. A great many potential buyers, it seemed, like the idea of assembling a television set themselves—along

with a substantial reduction in price.

"Not only that," explained LaClair, "but a number of prospects expressed the desire to incorporate television equipment in a console already in their living rooms. In other words, they wanted to purchase the 'guts' of a television receiver, and build a combination radio, television and phonograph set at home."

#### Education Needed

Television Of Buffalo decided to ride this trend. There was an important factor, however, which could not be sidestepped: even though general interest in television for the area was gratifyingly high, it was evidenced that only a smattering of the public understood even the fundamentals of televising and television reception—the "how" and "why" of it all.

Lewis figured that some kind of education along these lines was important, for two reasons. First, the buyer who understands, fundamentally, the merchandise that he is buying will be able to obtain a deeper, more satisfying hunk of enjoyment from the item; second, the establishment of the seller in



EARL LaCLAIR explains a piece from the television kit to an interested prospect. Unusual volume of sales of these kits is claimed by this aggressive concern. Assembled kit in foreground, right.

## "Build It Yourself" TELEVISION

Home assembly kits spark video sales drive  
of Television Of Buffalo — and public interest,  
helped along by consumer education, leads  
to sale of regular models

By WALTER RUDOLPH

a customer's mind as a thoughtful, painstaking person who really wants the buyer to know what he's getting, and to help him enjoy it, constitutes advertising of the highest and most valuable order.

So Lewis burned a little midnight oil for research. He pored over available material on television. He dug into articles on the subject appearing in *ELECTRICAL MERCHANDISING* and other trade periodicals. In the end he came up with a booklet which he called, "What Is Television?"

"Interesting facts about television," stated the title page or cover, "compiled for your information by Television Of Buffalo, distributors of television sets."

Therein are a dozen fact-packed pages in the question-and-answer cate-

gory. It is thoroughly adequate for its purposes, which, perhaps obviously, are to incite customer interest in television, really inform on the subject, provide a handy reference, etc., and to serve as a nice gratis hand-out to all prospects.

To tell prospects that this valuable booklet was available, at the store, and to promote television kits, Television Of Buffalo next devised a two-leaf stuffer that was sent to everyone on Household's ample direct mail list. Boxed on the front of the two-color piece was this notice:

"Free—Interesting book. 'What is Television?' Call at store for your copy. No obligation." A sizable coupon on the back of the stuffer made it possible for the prospect to order a television kit by mail, budget or cash plan,





**LUXURY MODELS** also get window display space at Household Outfitting. Television Of Buffalo's zoning map helps prospects decide on suitable sets.



**DIRECT-MAIL** brings many commercial prospects into store, and LaClair demonstrates a popular model on the floor.



**RAY LEWIS**, manager, Television Of Buffalo (left) shows LaClair the elaborate looseleaf sales book designed to impress prospects and help salesmen in their contacts.



**CUSTOMERS GET A LOOK AT** and demonstration of other models on sales floor near the kit demonstration area. Sales promotion is by no means confined to the kits themselves.

shipments proceeding directly from the factory.

In-store promotion is also centered around the kit (Transvision). Television Of Buffalo at present has a small sales and display area at the right-rear of the Household Co.'s main floor. It is lodged under a balcony, across the side of which is a bright blue sign with light, stand-out letters that shout "Television," visible from the store's main entrance, some 50 odd feet away.

Beneath the balcony edge, fronting the sales area, is a 2 x 2 x 6-ft. glass showcase topped by an assembled television kit, on one end, and a housing cabinet on the other. Inside the showcase are practically all the components of the kit, enticing to the "homecraft bug."

Placards tell the story in a hurry, but salesmen are alert to talk over the kit's fine points.

"We emphasize that assembly instructions are so complete that anyone who follows them accurately can have his set receiving inside of 20 hours of spare time work," pointed out LaClair. "The housing, or cabinet, is here for those who want it. Our big attention-

getter is the \$169, F.O.B. factory, for the kit alone—it amounts to around \$150-savings for the fellow who packs it home and sets it up himself. This is the 7-in. picture kit."

#### Store-Assembled Kit

Television Of Buffalo also pushes the store-assembled kit, \$50 additional charge, and explains that if it makes the home installation, \$15 must be tacked on to the list price. A popular seller among kits, too, is the 12-in. picture set, \$289; store-assembly, \$70 additional, but installation remains at \$15. Cabinets sell at \$32.50 and \$44.95. Still another item that appeals to many customers is FM-band equipment, selling at \$30.

The foregoing might lead you to believe, erroneously, that Television Of Buffalo is interested in only the kit sales. At present, Transvision, Philco and Columbia sets are handled, the latter two receiving sales promotion that is also worth noting.

About the time this firm was hammering away at kits through direct mail, a tangent was being followed, too. Even when local dailies ballyhooed that

only zoning and other tests were being made, preparatory to the actual coming of regularly televised entertainment, taverns and other commercial prospects showed avid interest, practically demanded deliveries.

Television Of Buffalo bought a "licensed premises" listing of all alcoholic beverage retailers, (name and address), from the Buffalo Courier, local daily newspaper. Lewis threw his direct-mail campaign into high gear on them, coupling the effort with newspaper advertising.

Large screen television, "especially designed for bars, restaurants, hotels, clubs, lodges and showrooms" was the theme. Increased patronage, repeat trade, more profitable "off-hours," and simplicity of operation were selling points that received elaboration. In addition, the firm offered a gratis advertisement to appear in local newspapers following a commercial installation. It highlights the installation and the fact that television can "... now be enjoyed at (name of buyer)."

The commercial direct-mail piece included a perforated, double business reply card. Half of it included a choice

of checking the following: "Please send free interesting book, 'What is Television?'," and, "Please have your representative call, giving further information about . . ." When another commercial model became available, Television Of Buffalo repeated the direct-mail promotion with the piece showing both a large and small receiver.

#### Outside Sales Crew

Backing up advertising expenditures, Lewis has a large outside selling setup that includes crews working on a commission basis. Schools, clubs, hospitals and similar establishments possessing audience potentialities are being personally contacted. Even colleges of the area feel the impetus, and at one university, a student is working on a commission basis to sell commercial sets to student body groups, sororities, fraternities, and clubs.

All salesmen are noticeably aided in their efforts by an impressive looseleaf sales book compiled by Lewis. It includes the questions and answers for "What is Television?," samples of free (Continued on page 176)

# 2 approaches to Vacuum



HERE'S A CAMERA'S-EYE-VIEW of how Cordes has built the inside of his two display windows into display stages for vacuum cleaners.



MR. CORDES SPENT \$1,000 for this polishing machine and accessories which give a like-new finish to rebuilt vacuums.



GENERAL VIEW of the neat Cordes shop shows Mr. Cordes and the classified drawers for parts, the work bench, and some samples of the beautifully polished sweepers.

Efficient shopwork, service and store selling is the basis on which Cordes Electric Co., St. Louis, have built a \$100,000 annual volume

By ROBERT

SUCCESSFUL merchandising of vacuum cleaners is no exception from the general appliance merchandising rule that "sales must be backed up by a top-notch shop", according to Edward Cordes, of Cordes Electrical Co., Natural Bridge and Union, St. Louis, Missouri.

Mr. Cordes deplors the attitude of many appliance retailers who have put in one or two nationally-branded lines of vacuum cleaners, and "expect them to sell themselves". "With the right kind of promotion and handling, vacuum cleaner sales can be one of the most profitable components of the appliance business," he pointed out. "In our own case, we sell around 300 vacuums per month, averaging a 50-50 split between brand-new, full-profit machines, and rebuilt trade-ins. If we were not able to give a worth-while allowance on trade-ins, rebuild them and sell them at a profit, we could not expect to achieve the volume we maintain on new cleaners. That is an equation which simply must exist."

#### \$100,000 Annual Volume

Cordes Electric Co. is a franchised Hotpoint dealership with a major appliance volume in excess of \$100,000 a year. However, unlike many dealerships in which appliances came first and vacuum cleaners last, Mr. Cordes started the other way. He first entered the electrical field 10 years ago as a house-to-house salesman for Eureka vacuum cleaners, graduating from this to a manager's position in the vacuum cleaner department of Stix, Baer & Fuller, St. Louis department store. Three years ago, convinced that the long shortage of major appliances had "opened the road" he opened a modern appliance store in northwest St. Louis, which combines with vacuum cleaners, refrigerators, ranges, washing machines, small appliances, home freezers, cabinet sinks, and all of the usual branded lines found in any store.

Vacuum cleaners are the Cordes' "calling card", however. As pointed out above, Cordes Electric sells an

average of 300 a month. All of this volume, Mr. Cordes emphasizes, is made possible through the beautiful service and rebuilding shop which he has built up in the basement of his store. "It takes a lot of know-how and experience in the field to make vacuum cleaner operations profitable," he confessed. "Inasmuch as there are many opportunities to guess wrong on making allowances, pricing rebuilds, etc. However, if the dealer maintains an extensive parts inventory, has worth-while mechanics on the job, he cannot go far wrong."

#### \$6,000 Parts Inventory

The Cordes Electric Co. maintains a \$6,000 inventory of vacuum cleaner parts, covering practically every known make manufactured during the past 20 years, in addition to the "basic inventory" of \$20,000 in major appliances. This huge parts inventory is turned over rapidly by the basement shop, which, as pictured, is the whole "secret of success" with the firm. As pictured, the shop is large, 30x18 ft., and includes as equipment a lathe, drill press, compressor, spray guns, electric screwdriver, electric hand drills, and a neatly set up bench which has racks for more than 150 variety of tools useful in repairing this and that make of vacuum sweeper. "Perhaps the most important part of our shop is the polishing machine," Mr. Cordes said. "I spent \$1,000 for this, and believe that it repaid its cost within a few months."

Two well-paid mechanics, with Mr. Cordes' lending a hand whenever the volume is too heavy, turn out an average of 10 repairs for customers per day, plus rebuilding 5 complete machines for resale. Only about 10% of the machines taken in are junked. Every machine is completely torn down, all parts necessary replaced, re-assembled, and is then polished on the polishing machine, which turns out a like-new, gleaming appearance which is one of Cordes Electric Co.'s strong-

(Continued on page 174)

# in Cleaner Merchandising

Reliance on an outside sales crew that sells 80 percent of the company's \$150,000 volume is the method of Vac-Mart Stores, same city

## LATIMER

THE old axiom "You've got to spend money to make money" probably applies nowhere in the electrical appliance merchandising field so much as it does to vacuum cleaners, according to Charles W. Heller, president of Vac-Mart Stores, Inc., 1007 Locust Street, St. Louis, Missouri.

Vac-Mart Stores, Inc., will sell upwards of \$150,000 worth of vacuum cleaners for 1947, due largely to the fact that Mr. Heller budgets a full 10% of his gross sales to continuous display advertisements in three leading St. Louis newspapers, because he believes in paying his salesmen and mechanics incomes unsurpassed anywhere else in this branch of the electrical trade, and through generous allowances for trade-ins which "cinch business" when all other methods fail.

### Two-Store Chain

Vac-Mart Stores, now a two-store chain in St. Louis and Kansas City, started out in August of 1944, after Heller had spent seven years with the Ace Vacuum Stores in Boston. Determining to start out on his own eleven years ago, he surveyed possible territories, and "picked St. Louis off the map" due to the apparent lack of vacuum cleaner selling organizations in the city, and its preponderantly large percentage of working-couple homeowners. "Perhaps Pittsburgh, Denver, or Kalamazoo might have done as well," Heller grinned. "Anyhow, St. Louis looked like virgin territory, so I moved in."

He started out in the downtown location, across the street from one of the city's biggest department stores at what he now terms "the world's worst time." There were no new vacuum cleaners available, so he signed up with franchises for automatic washing machines, radios, home refrigeration, etc., and at the same time, began buying parts. The Locust Street building had plenty of room in the basement for a large repair and maintenance shop, and in the rear, a capacious stockroom.

Sure that the only logical entry into the field at that time lay in parts, Heller visited distributors and manufacturers handling Universal, Royal, Apex, G-E, McAllister, Eureka, Speed Vac, Hamilton Beach, Westinghouse, etc., models and built up a \$10,000 inventory of parts. By a stroke of luck he obtained one of the best vacuum cleaner mechanics in the St. Louis area, and did well enough during the first five months of 1944 to average from 250 to 300 rebuilding jobs per month. "We started right out by having all the parts on hand which any housewife could use, and always having a rebuilt machine to offer," Heller said. "At that time, when vacuum cleaners were as rare as gold, as well as now, we concentrated on selling guaranteed rebuilds in tip-top condition, and standing behind them."

### Outside Group Started

By the middle of 1945, Heller had five employees, including office girl, himself, mechanic, and two store salesmen. His worst problem was the lack of new merchandise to sell, although trade-in allowances of \$3, \$8, and \$12 were bringing in plenty of rebuilding work. It was not until 1946, when he began adding salesmen, that new vacuum cleaners began to come in, which he celebrated by signing franchises with nine of the country's leading lines. When promised deliveries became a reality, Heller went to the St. Louis Chamber of Commerce, which had started a club to pick ex-G.I.'s as employees, and from the group assembled, selected his first two "outside salesmen" as a nucleus for the present group of 8 outside men. Striving to offset the old notion that a vacuum cleaner salesman is something of a clown in modern business, he ran newspaper ads pointing out excellent hours, a pleasant income of better than \$150 a week, payment for car expenses, etc., to attract more men. It has taken about three years to build up the sales crew he wanted—but now the St. Louis

(Continued on page 198)



MR. HELLER, at desk, dispatches three of his salesmen to start the day's work, which will be done outside.



THIS STACK of 250 trade-ins accumulated in a single two-week period gives an idea of the huge amount of reconditioning work carried out by Vac-Mart stores.



BETTER GRADE vacuum cleaners are sold on a mezzanine balcony over the three demonstration rooms on the first floor.



DOWNTOWN HOUSTON TODAY—boom city boiling over with activity

# Dealers Sell Builders In Houston

A "package mortgage" program that appears to make everybody happy—dealers, utility, speculative builders

By TOM F. BLACKBURN

ON paper, the idea of selling a new house full of appliances seems as bright as the moon coming over the mountain.

In operation, there is frequently a catch in the business. During the past eight years these are some of the hurdles that this glorious idea has run into:

1. A speculative builder in one city had a campaign to sell houses completely fitted with appliances. Sales of the brand which he used promptly declined in the five retail stores in the city which carried this line. Opinion was that the distributor was taking money out of one pocket and putting it in another, trading five sources of sales for one.

2. In another city the appliance-equipped building campaign succeeded. The utility's opinion, however, was that it took super-salesmanship to move new homes so equipped, and that it wouldn't repeat the campaign unless gas competition forced it to. Most builders were not good salesmen, in its opinion.

3. A third town found that most home buyers are in their thirties, and have already accumulated and are attached to certain brands of appliances.

The wrench of trying to unsell them on what they already owned often proved an insurmountable hurdle, and speculative builders with stocks on their hands frequently demoralized the price market by getting rid of excess at wholesale.

#### The Houston Idea

Now comes Houston, Texas, with a mortgage plan which seems to please everybody concerned, the speculative builder, the dealer, the utility, and the mortgage house. No one appears to have fathered this. T. J. Bettes, mortgage house, alleged to be the originator, declines the credit with a low bow. There is no dealer association in Houston, and the 200 odd members of the speculative builders group declared they just fell in line in selling.

This is what is accomplished:

1. The speculative builder obtains a source of appliances for his houses from dealers without carrying a stock. He is not tempted to dispose of anything at wholesale to friends, nor does he get a wholesale discount which is often unearned.

2. The speculative builder can thus give his prospective customers any brand of appliances they desire, draw-

ing on various dealers for them. Or he can sell the building bare.

3. A 10 to 15 percent discount is allowed him by the dealer, who installs and services. This is equivalent to the profit the builder makes on other materials.

4. A steady flow of appliances is necessary to make this plan work, as the deal must be hooked up when the mortgage is signed. (This hasn't been the case exactly in Houston).

5. The utility is pleased because this plan causes the speculative builder to put in three wire systems and adequate wiring, and usually vents for attic fans. This makes the building ripe for many future improvements.

6. The mortgage people like it because the deal is flexible. While the appliances must be specified by brand and number in the mortgage, there is no insistence that they be wired tightly to the building. The pay-off record so far has been good. They say that a home abundantly equipped with appliances is more attractive from every angle.

#### What Mortgage Provides

"The mortgage plan permits us to add these items to the 20-year mort-

gage," said W. A. Mattson of the T. J. Bettes Co. "The appliances are stipulated by brand and number and do not have to be attached to the house. Fully 80 percent of the homes built in Houston in 1947 were put up by speculative builders for sale. About half of these houses had some appliances plugged in when the key was turned over to the purchaser. Many of the small deals had only a range and refrigerator included but when you got to the upper brackets you frequently would see range, electric garage doors, attic fans, gas furnace, automatic washer, dryer, refrigerator, garbage disposer, dishwasher and built-in radio included in the deal.

It is hard to pin down figures in Houston because the city sprawls out of the Houston Light & Power Co. territory in several instances, and out of the range of the city building permit officials.

Declared J. C. Watts, executive vice-president of the Houston Home Builders Assn., which numbers among its members the leading speculative builders of the town, the average builder in Houston puts up about 25 houses a year. There are from 10 to 12 really big operators. However, even the big-



**TYPES OF HOMES THAT ARE GOING UP**—about half of them sold with some appliance written into the mortgage

gest speculative builders make appliances optional in the mortgage. Many of them will offer one home with appliances and another without.

**Average Home Priced at \$7,000**

The Watts guess was that there were approximately 12,500 new homes erected in greater Houston in 1947, of which 20 percent sold for \$5,000 or less; 50 percent sold for between \$5,000 and \$9,500; 20 percent from \$9,500 to \$15,000, and the balance ran from \$15,000 up. His estimate was that the average price to the customer for a home ran around \$7,000.

Said George W. Pattillo, superintendent of residential and farm sales of the Houston Lighting & Power Co.—which incidentally doesn't merchandise—"The chief value of this arrangement to the utility lies in the fact that a great number of these new homes were wired properly for the installation of future appliances. Nearly all the new houses in the city have a three-wire system, and this practice extended considerably into the county. In many cases the speculative builder arranged for openings for attic fans. One builder alone did an adequate wiring job on 450 houses which were sold

without range or equipment and which will be good appliance prospects.

"It hasn't been so much how much merchandise the speculative builder has bought in the way of appliances," said Mr. Pattillo, "It has been the amount of advertising he does disposing of his houses that counts. This activity has made Houston people very conscious of electrical appliances, and they feel that a house isn't complete without them."

As might be suspected, most of the houses built were in the low priced category. Where the speculative builder wanted appliances, he always bought a refrigerator first. By making a tie-in deal—delivering a refrigerator to him, if he would take a range—a lot of progress was made in a gas territory that is fearfully competitive with electric cooking in Houston.

Mr. Pattillo gives his opinion that the clothes dryer is a natural for Houston despite its tropical climate. The town has 47 inches of rain a year, he says, and there are many days in which southern women can't dry their clothes. The three-wire system—necessary for the electric clothes dryer—is going to be an opening wedge on this particular market.

*(Continued on page 190)*

**WHAT HOUSTON DID IN 1947**

The following data represents the total of the various major electric appliances as reported by 69 distributors, jobbers and other sales agencies having direct factory connections, as having been delivered to their franchised dealers, or retailed, in Harris, Galveston and Fort Bend counties during the period of January 1 through Dec. 15, 1947:

Item	Quantity	Item	Quantity
<b>RESIDENTIAL APPLIANCES</b>			
Domestic range	2,031	Commercial toaster	211
Domestic refrigerator	19,923	Commercial roll warmer	50
Home and farm Freezer	3,777	Commercial coffee maker	46
Iron (conventional)	39,194	Commercial frozen food cabinet	224
Ironer	2,908	Commercial refrigeration display case (reach-in and walk-in coolers)	818
Water heater	357	Commercial dishwasher	61
Space heater	3,310	<b>RESIDENTIAL AND COMMERCIAL APPLIANCES</b>	
Radios (exclusive of auto radios)	78,188	Disposer unit	445
Washing machine (conventional)	13,692	Water and beverage cooler	1,264
Washing machine (automatic)	10,667	Room (console type) air conditioning unit	824
Clothes dryer	267	Room (window type) air conditioning unit	865
Dishwasher	928	Self contained air conditioning unit (fixed installation under 15 ton capacity each)	649
Vacuum cleaner	8,727	Attic type fans—32 in. and up	12,906
Water pump	2,613	Fans, desk, 8 in. and up	44,617
Milk cooler (farm)	114	Fans, pedestal type circulating—12" and up	4,017
<b>COMMERCIAL APPLIANCES</b>			
Commercial range	4	Portable arc welder	94
Commercial hotplate	22		
Commercial fry kettle	34		
Commercial waffle baker	89		
Commercial grill	20		
Commercial griddle	19		

## Infantry Sergeant Lucksho . . . →

. . . fought in three campaigns, finally lost an argument with a Japanese mortar shell on Okinawa. The Veterans Administration tested his vocational aptitudes, helped him pick radio repair as a job which he would like and with which his physical limitations would not interfere.



On-the-job training makes it financially possible for businessmen to employ mature, zealous workers like these . . .

## . . . DISABLED

### HOW ON-THE-JOB TRAINING WORKS

**1.** You call the nearest branch of the Veterans Administration, tell them the nature of your business, what openings you have, and that you are interested in providing on-the-job training for a disabled veteran.

**2.** The VA will provide you with qualified applicants from which to choose. You pay the man of your choice the customary training wage in the industry and increase his wages proportionately to his increasing usefulness.

**3.** The only paper work you have is a monthly report which simply states how much money in wages you paid your trainee during the month. As your wages to him go up his monthly allowance from the government goes down. At the end of the training period, which may be as long as four years, your trainee should be earning enough to support himself.

**4.** The government strictly avoids any interference in normal employer-employee relationships. If your man is unsatisfactory, for example, go ahead and fire him.

**T**HE sweat running down Tony Perillo's face came from fear and the endlessly repeated strain of going up day after day in a two-engined flying bomb rack called a B-25 which fought, dodged and prayed its way through whatever enemy fighters and anti-aircraft fire either chance or the German command threw in its way. Half way into 1944 Tony had gone up and gotten back safely no less than 64 times. But each time it was harder. His station in the top turret, where he and his two 50-caliber machine guns kept enemy fighters off the plane's vulnerable back, became more and more a death trap.

On this, the 65th mission, his nervous tension built up to an unendurable peak. His fingers were white on the firing buttons as the plane droned deeper into southern France. A speck in the sky became several specks, then a formation of fighter planes.

Over the intercom Tony's screaming voice reached the rest of the crew. "ME-109's—four o'clock. ME-109's—four o'clock!" But they weren't Ger-

man fighters; they were American P-51's. The pilot and co-pilot exchanged significant glances and shrugged.

A few minutes later they ran into flak and once again the intercoms were filled with sound, this time a senseless babbling scream. Once again the pilots grimaced and the waist gunner licked suddenly dry lips. Nothing was said, but when the plane reached the ground Tony went to his commanding officer.

"I'm through," he said. "I blew my top up there; I can't take it any more. I'm a danger to the rest of the crew."

Examination showed that Tony was right. His emotional restraint was broken and his reserve was exhausted. He had what the doctors called combat shock and his fighting days were over. There would be hospitals, rest camps, rehabilitation for Tony. But he still had readjustments and a living to make. Would he, he asked himself, be able to get and hold a job? Would he be of any use to anyone?

The Marshall Islands and Saipan were behind Ted Lucksho, squad leader



## ← Top Turret Gunner Perillo . . .

. . . blasted his way through European skies on 65 combat missions in a B-25. Recovered from a mental crack-up, he sought help from the VA, which sent him to trade school to learn wiring, found him a job, and supplements his wages under a four-year training program.

By **ROBERT W. ARMSTRONG**



# VETERANS . . .

in a rifle platoon of the 106th Infantry when his outfit hit Okinawa. In two campaigns he's learned a lot of lessons in self-preservation. But this was a third campaign and the lessons weren't enough. He caught more than his share of a Japanese mortar shell in his back, legs and arms. He also collected three Purple Hearts and 11 months in the hospital. It would be harder to collect a job when it was all over.

### **The Unspectacular Veteran**

Both of these men were—and are—disabled veterans. Neither has anything so spectacular as a missing arm or leg, but for that very reason they are more typical of the thousands of young men who left the armed forces at the end of the war with either physical or mental scars that would, at first glance, hamper them in their efforts to become useful contributors to the American economy.

Fortunately, the story of Perillo and Lucksho is a success story. Both men have jobs and futures; both have successfully readjusted to civilian life.

But they couldn't have done it without some help.

Today Tony is employed by Pettet Electrical Service, in Scarsdale, N. Y., where he is officially classified as a journeyman electrician's helper. He installs house and factory wiring and lighting systems and repairs appliances. His boss, John D. Pettet, Sr., who has been in business in Westchester County, N. Y., for 43 years, says, "Tony is an outstanding type of gentleman and an outstanding mechanic's helper. From his working ability you'd never know that he was disabled. He's an excellent and observing worker. More than that, he's happy at his work and grateful for the job."

### **Another Guy Like Ted**

Out in Queens Village, L. I., Ted Lucksho is one of the two employees of Edward T. Weimer, a radio repair and sales firm. He's been there for a little over a year and about him Mr. Weimer says, "At present we intrust the complete installation of auto radios to him and he can turn out an accept-

able installation of a television set. He can also make a good initial diagnosis of radio ills in customers' homes. If I lost him I'd miss him very much. My customers are nuts about him and he's got a job with me as long as he wants to stay and he's going up as far as I can push him. Right now I need another man and if I can get another guy like Ted I'll be tickled to death."

Since the inception of the disabled veterans on-the-job training in March, 1943, the Veterans Administration has guided about 25,000 men to independence. As of December 31, 1947, 108,706 disabled veterans had work-and-learn jobs and 147,182 were attending schools and colleges. These figures alone give evidence of the success of the program, but even more convincing are figures from a survey conducted by the Bureau of Labor which revealed that 58 percent of handicapped workers stay on the job longer than non-handicapped. Forty-nine percent are absent less frequently and 44 percent have the same attendance record as their able-bodied fellows. And this is the clincher:

83 percent are as efficient as completely whole workers and seven percent are actually more efficient.

### **Four Years to the Going Rate**

"I was an electrician's helper for about four months before the war," says Tony Perillo, "and I kind of liked the work. I decided that when I got out of the army I'd like to go to school and learn more about it. I talked it over with the Veterans Administration and they sent me to the New York Trade School for a ten month course in general wiring, motor repairs and industrial electronics. When I got through the course the VA sent me to Pettet, which isn't far from Ardsley, my home town, and Mr. Pettet took me on for the on-the-job training."

Tony's training is set up under a four year program, at the end of which he will receive the going rate for a journeyman electrician. When he started working there in late 1946 Mr. Pettet paid him \$25.20 a week. The government paid him an additional  
(Continued on page 186)

. . . who are radio and appliance repairmen for the E. T. Weimer Co. and Pettet Electrical Service in Queens Village and Scarsdale, N. Y.

# WASHER CLINIC

Reveals need for consumer education in proper use of detergents, water softeners, hot water requirements and fabric washability

By ANNA A. NOONE



## DISCUSSION LEADERS . . .

Eleanor Ahern, Frigidaire and Procter & Gamble; Margaret Davidson, *Ladies Home Journal*; Elizabeth Sweeney, *McCalls*, chairman of the Clinic; Helen Kendall, *Good Housekeeping*, and Elizabeth Beveridge, *Woman's Home Companion*



WM. J. SCHMIDT

"Mixing valves keep out high temperatures only"



HENRY JOHNSON

"Something goes on between soap and minerals"

WHILE the automatic clothes washer is a miracle worker, consumers are finding that it takes more than the simple flick of the switch to produce satisfactory laundry results.

An automatic washer will turn out a sparkling clean, sweet-smelling wash, but it must have the proper formula—viz, plenty of piping hot water (145 to 150 degs.), softened down to within one grain of hardness; and the right amount of soap or synthetic detergent to combat the varying degrees of soil contained in the clothes to be washed. A knowledge of the washability of the various types of fabrics to be laundered is also important.

These facts were revealed at a recent two-day Home Washing Clinic at the New York *Herald Tribune* Institute auditorium, where a group of home economists from the women's magazines and related fields met with members of the American Washer and Ironer Manufacturers' Association for a series of panel discussions on "What the Consumer Wants to Know About Good Laundering Practices." Elizabeth Sweeney, household equipment editor, *McCalls Magazine*, was chairman of the meeting.

### Soaps and Detergents

Women are interested in getting good results with their automatic wash-

ing machines, and are showing keen interest in soaps and in the synthetics coming on the market, Miss Eleanor Ahern of Frigidaire Corp., and Procter & Gamble reported. They are asking such questions as: Do synthetics clean as well as soaps? How do they affect various fabrics? Can soaps be used with detergents? What amount of synthetics should be used in hard and soft water? What are synthetics made of? How do they differ from soap? Can bluing be used with synthetics?

### Soaps

"In soft water, soaps do a fine job," explained D. R. Byerly of Procter & Gamble, who was asked to answer the above questions on soaps and synthetics. There are two kinds of soaps—pure, neutral soaps, with no alkaline added; and the heavy-duty built-soaps, such as Oxydol, Duz and Rinso, which are made of the same materials as pure soaps with an alkaline builder which is a water softener added. Neither is harmful to fabrics.

Pure soaps such as Ivory give an immediate abundance of suds and are ideal for washing fine fabrics with a light degree of soil. But they are not as effective as the built-soaps for heavy soil washing. The alkaline salt added to give a balanced product to the built-soap, has a tendency to improve cleaning so that when enough built-soap is used to produce a concentrated sudsing, it gives the best cleaning job. Then, too, the built-soap sells for less per ounce and gives more in performance package for package over pure soaps.

### Synthetics

Synthetic detergents are equally good in soft and hard water. They differ from soap mainly in their performance in hard water. In hard water areas they

have the additional advantage of saving the user money. Soap alone will not do a satisfactory job in hard water—and up to three times as much soap must be used in hard as in soft water—all this runs up the cost of the laundry. There is a definite future for synthetics in hard water areas.

Most synthetics now on the market are of the light, or fine fabric variety—such as Vel which is also recommended for dishes; Breeze and Dreft, to mention a few.

Heavy duty synthetics haven't been available yet to any degree. It has been discovered that it is not as simple a job to build synthetics into heavy type cleaners as it is with soaps. Things happen. Alkaline builders which are also synthetics do not always raise the cleaning power of the synthetic to the level of soap. And when synthetics are used with soap they don't always give the desired effect. Most heavy duty synthetics have been off-brand merchandise. During the war soap-shortages they were a great help, but they were never completely satisfactory.

Recently a new heavy-duty laundry type synthetic called "Tide" was introduced in the Middle West. This is a sudsing type. "All" and "Spin" are two other laundry types which manufacturers of drum-type automatic washers are recommending. They are of the non-sudsing variety.

To the question, "Should soaps and detergents be mixed?" Mr. Byerly said generally not. It is possible to scientifically mix soaps and synthetics in the right proportions. There is a product on the market now—"Superfun"—but the average homemaker should not attempt to mix the two in her own laundry.

Synthetics are safe for fabrics and for colors, although with color, syn-





### REPRESENTING THE CONSUMER

Elizabeth Stephenson, General Foods; Dr. Elaine Knowles Weaver, Ohio State University; Margaret Doughty, Bendix; Edith Ramsay, American Home, and William Shaw, publicity, American Washer and Ironer Mfrs. Assn.



### GET EXPERT ANSWERS

... from F. M. Mitchell, Frigidaire; Roy Andrei, Conlan-Moore Corp.; Dr. Martha Johnson, General Electric; Fern Halverson, Maytag Co.; Elizabeth Ramsay, Good Housekeeping; Kenneth Johnson and John Christianson, Hamilton Mfg. Co

thetics have the advantage because the degree of alkalinity can be adjusted. They are safe also for the washer parts such as rubber, metals and finishes. There is no reason, Mr. Byerly said, they should be less safe than soaps in this respect.

Some types of skin find synthetics drying. Some find them milder than regular soaps. Alkalinity is a factor here. Dermatologists' studies show about a 50-50 skin reaction between soaps and synthetics. It's purely a personal problem.

Bluings and bleaches can be used with synthetics just as they are used with soaps, except for the flake-type bluing, which contain soap. These may interfere a little when mixed in a synthetic solution.

There have been some complaints that clothes washed with synthetics have a dryness—a harshness that irritates the skin, especially noticeable in garments such as diapers, whereas clothes washed with soap are soft and pliant. Mr. Byerly said: "There is no reason for them to be harsh. The synthetics leave clothes dryer—freer from any oily deposits. There are no curds."

#### Water Softeners

"Practically everyone in the U. S. is concerned with the problem of hard water," said Henry Johnson, Rheem Mfg. Co., N. Y. C., who discussed mechanical water softeners. "Laundry is only one of many problems," he added. "80 to 85 percent of the population live in the 38 hardwater states in the country, and they are constantly faced with its problems—cooking food in hard water; the disastrous effects of hard water on skin and hair; not to mention what it does to plumbing and other household equipment.

"Recent hardwater tests show that

an adequate supply of soft water in these areas would effect a saving of one-half the national cleaning expense; one-half the national maintenance cost; and half the national laundry cost.

"Any water containing more than two grains of calcium, magnesium sulphate or chloride is hard. Noticeable hardness begins at 5 grains. Detergents cause a chemical reaction in these minerals which removes the hardness at a rapid rate, but you still have curds.

"To really make hard water soft, you have to remove the minerals, and this can best be done with Zeolite in an II exchange—the Zeolite attracts the minerals in the water on the same principle as a magnet attracts iron filings. Zeolite softeners are simple to care for, requiring only periodical regeneration with common salt. A 60-grain softener, for instance, should take care of the soft water requirements for a family of four for a month without regeneration."

#### Water Heaters

Elizabeth Beveridge, *Woman's Home Companion*, introduced the subject of hot water supply, which too frequently is taken for granted by women, but which is so extremely important in getting good laundry results with an automatic washer. Some of the questions women are asking, Miss Beveridge said are: "Has the woman owning an automatic washer enough hot water at her disposal?" "At what temperature is water considered hot?" "What is the most effective temperature for the removal of soil?" "How high can water temperatures go without setting certain stains?" "If the soaking process is used, what are the effects of high temperatures?" "Is it advisable to change setting controls on water heaters?"

#### Electric Water Heaters

T. H. David, commercial engineer, Hotpoint, Inc., said: "The general consensus of opinion is that the higher the water temperature the greater the soil removal, and 150 degs. F. has been set as a good average. Recently NEMA standardized electric water heater temperatures at 150 degs., with thermostats adjustable from 120 to 170 degs."

The highest setting in water temperatures in an electric water heater to retard corrosion and maintain safety in the home is 170 degs., according to Mr. David 125 degs. at the tap seems to be the average for safety.

The problem of heating water for an automatic washer is not so much the amount of water the washer uses as the rate at which it is used. Water heater manufacturers and utilities need to know how women use their automatic washers. Do they wash several loads of clothes in sequence? Or, do they do one load per day three or four times a week? Authoritative information on this subject will help heater manufacturers in developing a sizing formula and will be indispensable to utilities in ascertaining whether water heaters will meet customer's requirements. Most electric water heating is based on storage capacity and off-peak operation rather than on rapid recovery, and it is necessary to provide sufficient storage capacity to service the anticipated demand for hot water.

Utilities throughout the country will have various charging hours depending upon system conditions and wattages will also vary to a much lesser extent.

An automatic washer definitely affects the size of a water heater required in the home, in Mr. David's opinion. For an average family he

recommends an 80 gal. heater. Under no circumstances should the heater be less than 50 gal.

#### Gas Water Heaters

Quoting a Penn State University survey recently made for the Ruud Mfg. Co., Wm. J. Schmidt, general sales manager, Long Island Lighting Co., who covered the gas water heater angle, said: "The survey revealed that water at 160 degs. F. is considered highly desirable from the standpoint of detergency and sterilization. Built-soaps are more effective as detergents at 145 degs. and over, than at lower temperatures. This is also true for synthetics. More than 3,000 tests in commercial laundries proved that hot water washing is more effective in removing soil. In some cases 180 degs. sets stains. In other cases of deeply imbedded soil, 180 degs. is desirable."

Mr. Schmidt pointed out that consumers and members of the washer industry do not seem to realize that, mixing valves controlling incoming water on automatic washers keep out water over 145 to 150 degs., but there is nothing to keep out water of lower temperature.

#### "Working Temperatures"

"When an automatic washer manufacturer recommends a temperature of 150 degs. he means "working temperature" in the washer compartment. This is an important factor not to be overlooked, for there is always a difference between tank temperatures and "working temperatures." The several feet of uninsulated pipe between tank and washer usually is full of cool water. This results in a dilution of the water reaching the machine, creating a loss of about 5 degs. The metal basket

(Continued on page 192)



In the months since our PressureQuick Saucepan plant was destroyed by fire, we've been equipping a brand new modern plant in Bloomington, Illinois. It's going full blast now, turning out the finest PressureQuick

Saucepans we've ever made . . . to give your customers easier cooking, better results, real safety . . . and to give you MORE DOLLAR PROFIT than on any other pressure saucepan.

#### EASIER COOKING



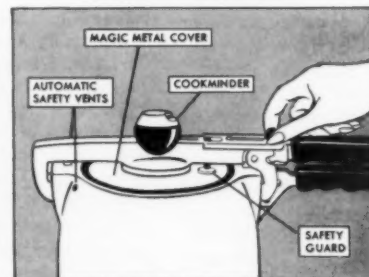
Just lay the Magic Metal Cover in place, flick the Feathertouch Safety Lock and pull the Slide Release. From there on, the PressureQuick Saucepan does all the work. It seals itself at the proper moment, tells pressure at a glance. And with most recipes, when cooking's done, just push the Slide Release and pressure goes down safely, quickly right at the range.

#### BETTER RESULTS



Homemakers know they can depend on Betty Crocker recipes for best results. Now they can pressure cook the "Betty Crocker Way," with the Betty Crocker Guide to Pressure Cooking that comes with the PressureQuick Saucepan. 60 illustrated pages of tested recipes, meal tips, cooking tables. Betty Crocker recipes plus exclusive PressureQuick features assure perfect results every time.

#### REAL SAFETY



No other pressure saucepan has so many safety features. Cookminder whistles when heat should be reduced, also is an automatic safety release. Magic Metal Cover lifts slightly to release overpressure through Automatic Safety Vents. No plugs to blow out and replace. New Safety Guard locks Slide Release so pan can't be opened until all the pressure is safely gone.

## General Mills PressureQuick Saucepan



Copyright 1948, General Mills, Inc., Minneapolis 13, Minn.

Betty Crocker is a trade name of General Mills



**BILL FARHA**, owner Farha Appliance Store, Bristow, Okla., shows teen-age customers the typed file-folder lists of new records used at the record department.



**RALPH ROBERDS**, manager, shows how an album should be presented. "The record companies put merchandising into these albums for us to use," he explains.

## *Building* RECORD SALES

### *in a Small Town*

"**Y**OU can't sell records in a small town! There's not enough demand to justify handling them!"

Ask any record company salesman how often he has heard that. Perhaps it was true in the past but today it's no longer true.

Take the Bill Farha Appliance Co. in Bristow, Oklahoma, a town of slightly over 5,000 people. Bill, an oil jobber before the war, was new to retailing. He didn't know anything about these "no can do's" so, when he set up his store in December of 1945, a record department was one of the first things he started planning.

"Don't do it," advised other experienced merchants. "Believe us, we've tried it and you can't sell enough of them!"

Bill and Ralph Roberds, his store manager, believed otherwise; they felt certain that a record department could be made to pay a profit in a small town.

Today, after a little over two year's of operation, it has.

#### **1,000 Records Monthly**

The store, with as modern a record department as can be found in most big cities, sells better than 1,000 records a month, an average of 25 albums every 30 days and the volume of needles of all kinds to go with these sales, not to speak of an average monthly of about ten record players (as fast as they can obtain them), small radios, record cabinets and other accessories.

How do Farha and Roberds do it in Bristow? There's no magic formula. It's a combination of several principles of record retailing that can be applied to any location.

"The first thing you have to do is get the right frame of mind," says Roberds. "Bill and I made up our



**CITY SCENE**, Main Street, Bristow, Oklahoma.

### **The Bill Farha Appliance Co. in Bristow, Okla. (population 5,000) sells over 1,000 discs monthly through specializing**

minds to that right from the start.

"They told us that small town people wouldn't buy enough records to make it worth our while. We asked ourselves why and came up with the answer that small town people never had a chance before.

"You see it's always been like this . . . a merchant would take on a record line and stick it back in the corner of his store somewhere and forget all about it. That never worked before

and we know it wouldn't work for us."

Bill and Ralph figured too that not only would they have to create a distinctive, attention-getting department but that they would have to make this department "the record headquarters of the county." When anyone in Creek County wanted records they knew this customer would have to think of only one place where they could be purchased.

So, as their first step, they decided

to make the department in their store a distinctive individual set-up; created a record bar such as the big-town stores are using, album racks and stands, playing booths and similar inducements to make records sell themselves.

#### **Carry Complete Line**

Even more important, they felt, was making the record department complete.

(Continued on page 201)

# DOWN COME PRICES

## ON AMERICA'S

### PRICES DOWN! VALUE UP! ALL ALONG THE LINE

These are the finest Irons we've ever made and the finest you've ever sold! Compare them against the field for design, for way-ahead utility features. Then compare them for sales appeal in your window and on your sales floor. See how fast, how easily they'll sell at these new, amazingly low prices!



~~WAS \$10.95~~ NOW ONLY \$7.95

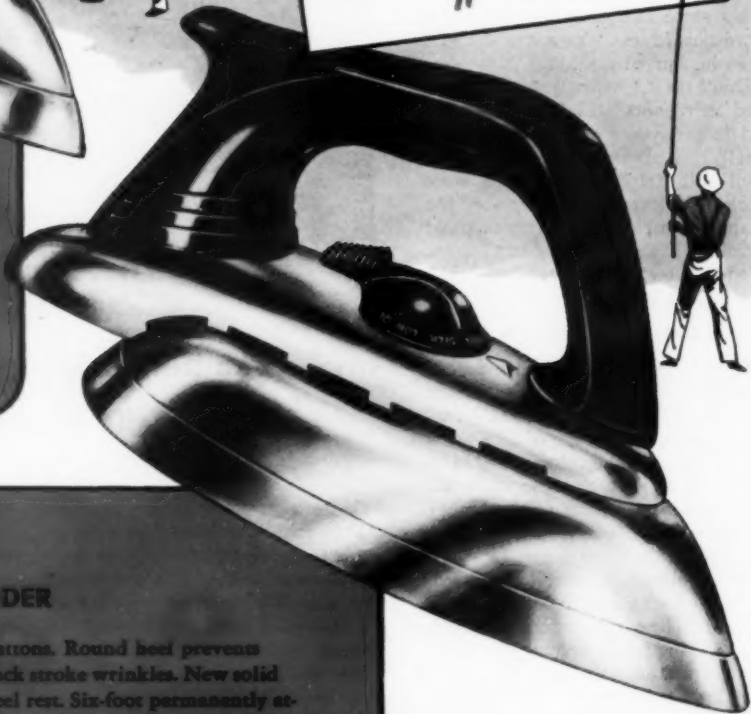


No. EA 1220  
UNIVERSAL AUTOMATIC  
LIGHTWEIGHT IRON...

Topping the popular-priced field this 4-lb. fully automatic Iron goes far ahead in value. It features "Hand-I-Set" Fabric Dial... streamlined design... Wrinkleless Heel... all-around beveled edge... cool Natural Grip Handle... Chrome finish... recessed 1000-watt heating unit... one-piece heel rest... permanent cord connection... Full 29½ sq. in. ironing surface.



~~WAS \$10.95~~ NOW ONLY \$9.95



No. EA 1264  
UNIVERSAL "COOL GRIP" GLIDER

It's air cooled for ironing comfort... cool, smooth handle fits hand naturally. Fingertip fabric control gives accurate heat adjustment. Beveled point moves smoothly around

buttons. Round heel prevents back stroke wrinkles. New solid heel rest. Six-foot permanently attached cord. Chrome-finish hood and sole plate. 1000 watts.



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Reduce prices on the best designed, most feature-packed line on the market? Cut prices in the face of spiralling manufacturing costs? How . . . Why?

Well, things are really rolling at Universal—there's your answer. Despite rising cost, increased output combined with increased production efficiency is now showing a reduction in the cost of the finished product. To put Universal Dealers way out in front, we're passing this savings along in the form of amazing, new low prices that give you the greatest extra-value selling punch in the small appliance business today.



**No. EA 1203  
SENSATIONAL  
UNIVERSAL "BEAM-O-LITE"**

Yes! Even the amazing new, wrinkleless "Beam-O-Lite" Iron carries a new low price tag! It's easy on the eyes! Built-in Headlight beams light around buttons, pleats and ruffles. "Hand-I-Ser" Fabric Dial is placed where it can't nick knuckles

in cool plastic deck. Ventilating air ports give protection from rising heat. Hard aluminum alloy sole plate with cast-in heating element. Weighs only 3 pounds . . . has full 29½ sq. in. ironing surface. Chrome finish. 1000 watts.

PLACE YOUR ORDERS WITH DISTRIBUTORS NOW.  
ORDER IN CASE LOTS AND IMPROVE YOUR PROFIT MARGIN.  
USUAL LIBERAL DISCOUNTS APPLY.

# UNIVERSAL

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A continuing, dynamic campaign of national and local consumer advertising will build new electric iron business for you right through the year! Big national magazines! Key market newspapers! Coast-to-coast radio! Tie in your store.



YOU CAN  
 DEMONSTRATE  
 AND PROVE  
 SUPERFLAME'S  
 FUEL ECONOMY  
 FUEL SAVINGS  
 LOWER COST  
 WITH THE  
 SUPERFLAME  
ALCOHOL  
DEMONSTRATOR

WHICH  
 MEANS  
 EASIER SALES  
 FASTER SALES  
 MORE SALES  
 AT A  
 LOWER  
 SELLING COST  
 FOR YOU

# Superflame



WITHOUT FUEL SAVER

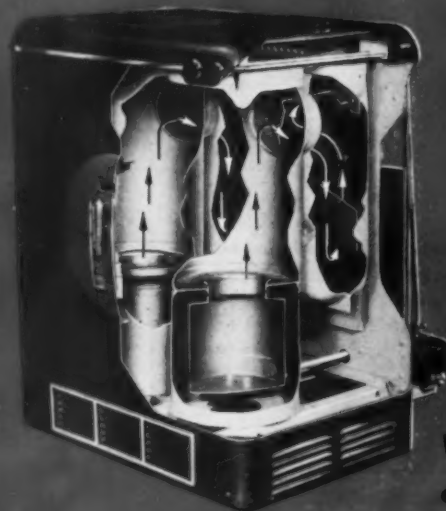


WITH FUEL SAVER

A POSITIVE FUEL SAVER STORY



easily told  
 by using this compact  
 alcohol demonstrator  
 available to  
 all Superflame dealers.



◊ ◊ ◊ Cut-away view  
 of the famous  
 Superflame twin  
 showing the twin burners  
 and the  
 massive fuel-saver.

Write today for details  
 on this complete line.

# QUEEN

STOVE WORKS, INC., Albert Lea, Minn.

MANUFACTURERS OF THE FAMOUS *Superflame* Line of Oil Heaters • Kitchen Heaters  
 Floor Furnaces • Water Heaters • Range Burners



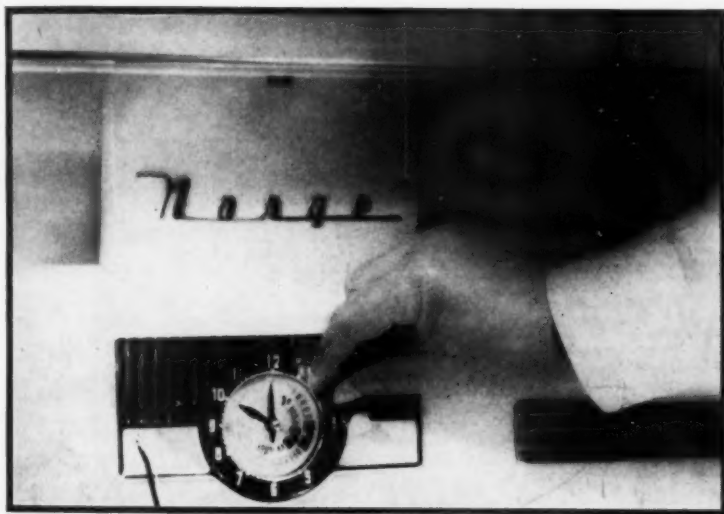
# Demonstrating The Norge Range Timer

Harry J. Holbrook Shows How the Most  
Widely Distributed Model Is Operated.

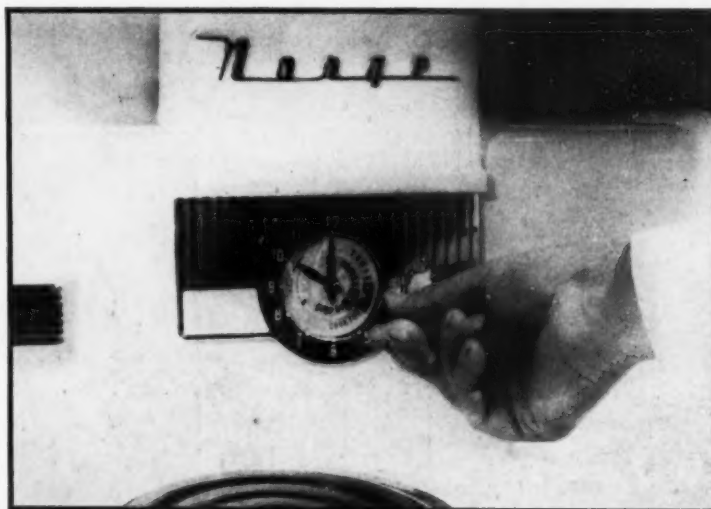


MEET HARRY J. HOLBROOK, sales manager for electric ranges with Norge. The timer is right under the nose of the cook, he points out.

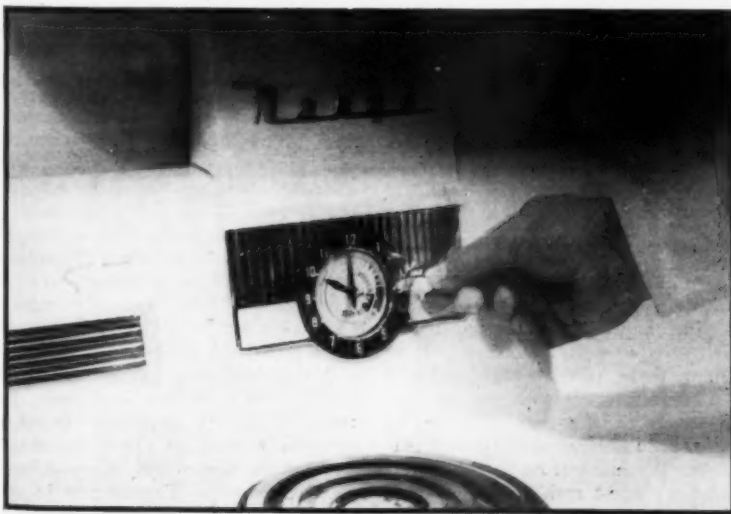
*One of a Series*



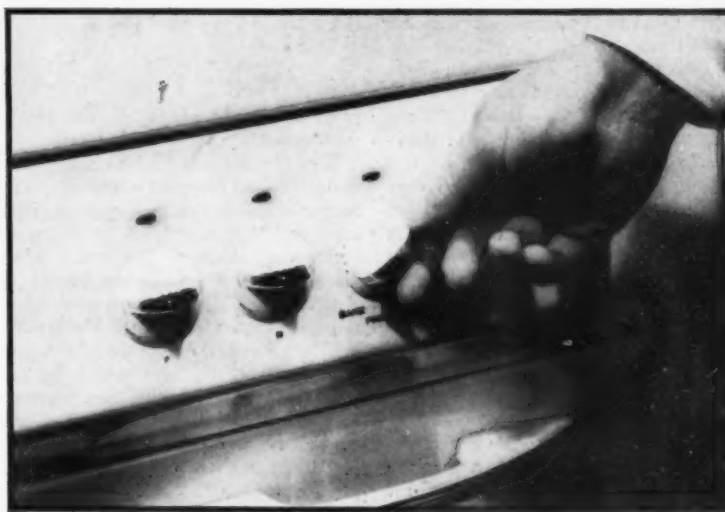
**1** FIRST HE TURNS the black knob which whirls the "stop cooking" ring to the time of day or evening you wish to serve the meal. Oven will stop at 6:30, as you can see.



**2** THE RED KNOB OPERATES in the same way except that it turns the outside ring which registers the length of time required for cooking. You set it for one, two or three hours, as you desire.



**3** TURN THE WHITE KNOB at the right side of the clock dial down to the word "set." From now on you are on automatic operation of your oven.



**4** TURN THE OVEN CONTROL dial to the desired temperature. Place food in the oven and from here on in the operation is automatic.



GIFTS LIKE THESE Royal Doulton figurines came into the store during war days. Mrs. Helene Gillis is demonstrating.



GLASSWARE AND GREETING CARDS followed and brought feminine traffic. Miss Dorothy Herrell is showing a goblet.

# GIFTS FOR STORE TRAFFIC

One of Houston's most rugged specialty salesmen finds they bring a procession of women prospects

A decade ago Ben Duffie was a dramatic, rugged Houston individualist who blew blasts of air across the ankles of passing pretties to make them realize what an attic fan could do. This moment finds him operating an appliance shop that is up to its neck in beautiful Royal Doulton figurines, Blenko glass, and all those dainty gift things that a hearty sneeze would endanger.

"Today so far 793 women have walked into my store and past the major appliances," he confided. "They came to me—I didn't ring their doorbells."

If, by a flicker of the eyelid they evidence an interest in some major appliance, Ben Duffie is ready to launch into a dissertation and demonstration that a lifetime of specialty selling has polished up. Meanwhile he stands by and lets the girls sell them greeting cards, glassware, gifts, or garden equipment.

#### Action Getters

"Holidays and personal anniversaries are catalysts that galvanize the human animal to action. You notice it in the gift business. There is less sales resistance when a person feels the glow of an event, and I am surprised that

more appliance people do not tie in with them."

Ben Duffie dates back to the granddaddy of all specialty selling. His father was an original cash register man, and Ben saw the light of day in Arkansas, coming to Houston in 1898. Because his dad was assigned to South American territory, Ben was taken north and attended Cornell University.

War came and swept away the pre-war appliance business which he had built up. With his wife, Ben motored to Chicago and shopped for gifts. He was lucky, as he got on the books before the manufacturers cut all newcomers off.

The first idea, equipment for flower arranging, didn't sell in sufficient abundance. Ben added Burpee's seeds

and garden equipment. He felt his way into greeting cards and glassware, and, discovering that women love to feast their eyes on pretty things, bought in quantities sufficient to carry the store along.

#### Women Appliance Buyers

"Gradually I became aware that the influence of women is growing in the appliance business," he says. "It is coming to be taken for granted that as a machine it will work, and does not necessarily call for that inspection by the husband generally reserved for machines. We are surrounded by one of Houston's finest residential areas and I know that the women who come into the store are the best prospects I have."

To date, there has been nothing

spectacular in his appliance business. The job had been to get enough stuff. Houston was a boom town, money was abundant, and selling took nothing complicated.

Ben Duffie, however, is a rugged individualist. He sees that this cannot last, and is girding up his loins to meet what comes. He has two other stores. "I think a man should keep one store for himself," he says.

A branch store operation can best be handled by a husband and wife, he thinks. Today's appliance business needs a woman on the premises, to make other women feel free and easy about coming in. That is true of the south, at least.

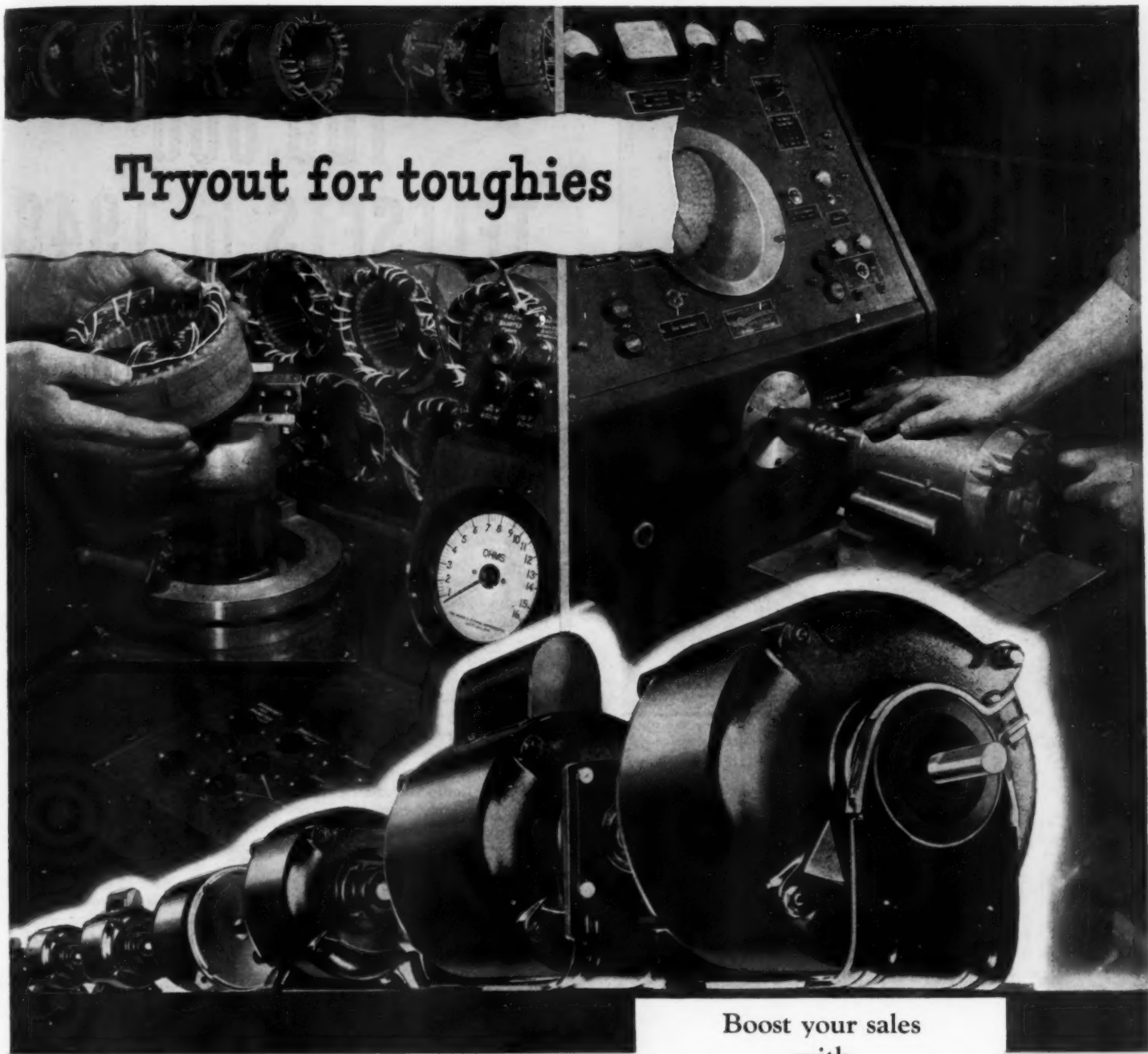
The other two stores do not have the  
(Continued on page 178)



UNDER A CANOPY stand the major appliances, with Mr. Duffie doing the expert demonstrating.



# Tryout for toughies



Boost your sales  
with

## JACK & HEINTZ

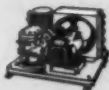
Better electric motors



Electric Motors



Ball Bearings



Refrigeration Compressors



Eisemann Magnets

*You can bank* on J & H Motors staying on the job. New and improved precision-testing equipment, such as the stator tester and torque tester shown above, makes *each* J & H Motor *prove* that it is as rugged as they come...able to take the toughest treatment for years and years. More than a million of these quiet, dependable motors already are in service. Write for full information on the J & H Motor franchise for your area.




Aircraft Starters



Aircraft Generators



Aircraft Inverters

**JACK & HEINTZ**  **PRECISION INDUSTRIES, INC., Cleveland 1, Ohio**



ANOTHER NEW EYE on the Chicago scene—Chicago Tribune Television Station WGN-TV, with White Sox and Cub baseball games buttoned up.

UP IN THE Tribune tower on Chicago's Michigan Avenue sat Dick Swank, Jr. the other day, playing with a pencil and scratch pad.

He is manager of the sales development division of the Chicago Tribune.

About to open up was the new television station WGN-TV, second in Chicago. It was another project of the Chicago Tribune, and if it were to be a commercial success, it must sell advertising. Before advertising could be sold, however, there must be a lot of television set owners in Chicago. What Dick did had to be good.

So he flipped open a January issue of ELECTRICAL MERCHANDISING. He knew that Chicago is what is known as a 5 percent market. That means it absorbs about 5 percent of any appliance sold.

The pencil got busy. Five percent of the number of washers sold in 1947 showed that Chicago absorbed 209,400 of them, worth at retail \$30,177,250.

He scribbled some more and found that the Windy City bought 925,000 of the 1947 radios; worth, at retail, \$62,572,225.

The dope on the country's television set sales lay on his desk. The picture ran something like this:

Year	No. of Units
1940	1,342
1941	389
1942	953
1946	6,476
1947	178,571
1948	700,000 (est.)

With television broadcasts going on in only fourteen cities, and with Chicago expecting at least four stations by the end of 1948, Dick Swank did not feel it unreasonable to believe that 100,000 sets would be sold there.

Again he flourished his pencil. Multiplying 100,000 by \$350, the average price per television set, gave him a guess of \$35 million worth of possible business for Chicago on retail television.

#### Fast Growing

That was better than the \$30 million worth of washer sales done in Chicago in 1947, and more than half of the 1947 Chicago volume of radio business, \$62 million.

For the country at large 700,000 television sets at \$350 amounted to \$245 million. "What do you think—bigger than the washer business itself was in 1941," exclaimed Dick. "In the second year of mass production this thing looks hotter than the automobile industry did after ten or twelve years."

So for the birth of its new television station WGN-TV, the Chicago Tribune began getting set to pour on the coal for a grand opening. High up in the Tribune tower the boys who fathered the Golden Gloves contests, the music festivals, and other promotions that have ripened into national events, started readying the drum beating and dog and pony show technique that means so much to appliance selling.

# Chicago Points to 100,000 TELESETS in 1948

## Opening of new Chicago Tribune station gives industry fuel for fresh promotion and activity

On March 15, distributors and manufacturers were told the story of market possibilities and coming promotion; on March 23 dealers were followed up, and Chicago stores were supplied with buttons, pennants, station breaks over radio station WGN, plus publicity and an open house for the public. On sports the new station had two aces—White Sox and Cub ball games were buttoned up.

Dick Swank had packed his bag and taken a swing through the East looking over the more advanced television market there. New York City, with 86,000 sets in use, was the object of his study. The Louis-Walcott fight had done for sales there what the Firpo-Dempsey fight had done for radio 25 years earlier.

Here are examples of what he found: Dealer No. 1, New York City: Had sold \$8,900 worth of television in 1946; \$19,370 in 1947.

Dealer No. 2, New York City: Had

done \$3,200 in television in 1946; \$26,000 in 1947.

Dealer No. 3, Brooklyn: Sold \$600 worth of television in 1946; \$20,100 in 1947.

Dealer No. 4, Brooklyn: \$1,200 in 1946; \$125,000 in 1947.

Dealer No. 5, New York City: Sold \$2,800 in television in 1947, \$140,000 in 1948. And so on.

#### The Independent Dealer's Meat

Some 85 percent of New York City's television sales had been made by independent dealers, doing outside selling!

As the new Chicago Tribune station crashed on the air, television was booming in Chicago even without this added impetus. There were 15,700 sets in use by mid-March 1948, and a breakdown revealed that 69 percent were in homes, 22 percent in public places such as taverns, and 9 percent were in the

(Continued on page 182)

### LITTLE INTERFERENCE WHEN NEW CHICAGO TELEVISION STATIONS GO ON AIR

A test broadcast of the Golden Gloves boxing bout was one of the first programs put on the air by Chicago's new television station, WGN-TV. Describing the results, Frank P. Schreiber, manager of WGN, said that comments from set owners were invited. More than 2,500 calls came in over the telephone and some 350 postcards and letters discussed the broadcast. Only 25 percent were from persons who were having trouble getting either pictures or sound or both. Undoubtedly, said Mr. Schreiber, on many sets there will have to be minor adjustments made in order to get several stations.

A test pattern period is run by the new station daily from 10 to 2 and 2 to 4 each day for the benefit of sales service men. Evening starting time will be at 7:30, running regularly till 10 p.m. and after, depending on the nature of the program.

The new station, which will broadcast the White Sox and Cub games, will have 21 evening games put on the air. It is doubted in Chicago that coverage of the two national political conventions can be had on a direct pickup. Arrangements have been made to participate in a film pool which will give WGN-TV daily coverage of both the Republican and Democratic meetings at Philadelphia.

Up in the Air...



About too  
Many Water  
Heater Claims?

# TOASTMASTER'S 3 BIG EXCLUSIVES

*give you a down-to-earth sales talk!*

YOU can say lots of good things about an automatic water heater. Some will get your customers to agree. Others will get them to act!

Take the "Toastmaster" Water Heater's three action-getting advantages. With just three simple points (exclusively yours as a

"Toastmaster" dealer) you prove plenty. You convince your customers of the best in hot-water service. You show them real money savings as well.

Go over these features. See if they don't stack up to the shortest, sharpest sales story you've ever had. That story, coupled with the

tremendous consumer acceptance of the "Toastmaster" name, is a clincher you can count on.

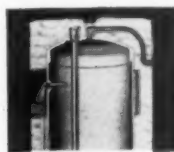
For full details on the profitable "Toastmaster"\* Water Heater franchise, fill in and mail the coupon. A few desirable appointments are still available. So act now.



*Exclusive!*

**"LIFE-BELT" ELEMENT ...**

The wide band of gentle, external heat that prevents destructive lime formation. Operating at "black heat," it's practically burn-out proof.



*Exclusive!*

**"IONODIC" SYSTEM ...**

More than just a magnesium rod. Controlled internal tank protection that prevents rust, stops corrosion, doubles tank life.



*Exclusive!*

**TEN-YEAR GUARANTEE ...**

A new element, new tank, or a whole new heater if failure occurs within 5 years. After 5 years, and up to 10 years, a new element, new tank, or new heater on an elapsed-service basis. No other guarantee is nearly so liberal!

## TOASTMASTER *Automatic Electric Water Heater*

McGraw Electric Co., Clark Division  
5201 W. 65th St., Chicago 38, Ill., or  
1055 W. 5th St., Azusa, Calif.

Please send me full details on the profitable "Toastmaster" Water Heater franchise.

Name \_\_\_\_\_  
Business \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_

\*"TOASTMASTER," "Life-Belt" and "Ionodic" are trademarks of McGraw Electric Company. Copr. 1948, McGraw Electric Co., Clark Division, Chicago, Ill.



K-M Double Table Range



K-M Infra-Red Ray Lamp



K-M Tel-A-Matic Iron



K-M Whipper



K-M Vaporizer



K-M Gad-A-Bout Iron



K-M Hair Dryer



K-M Therm-A-Jug

Hot Weather + K-M Fans =

**K-M JACK FROST OSCILLATING FAN**



**QUIET FAN - WITH THE BIG BREEZE**

No hum, no sleep-disturbing noises.

**SPECIALY SHAPED BLADES**

of aluminum deliver maximum breezes.

**EASY TO ADJUST - LONG LASTING**

Speedy, trouble-free motor assures summer after summer of cooling service.

**WIRE SAFETY GUARD protects fingers.**



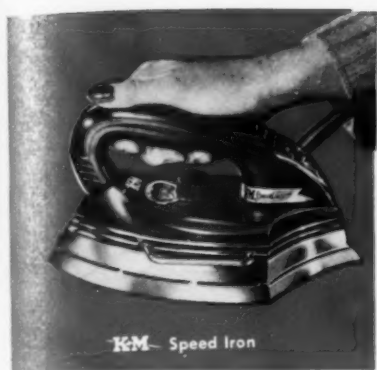
K-M Speed Mix



K-M Pop-Up Toaster



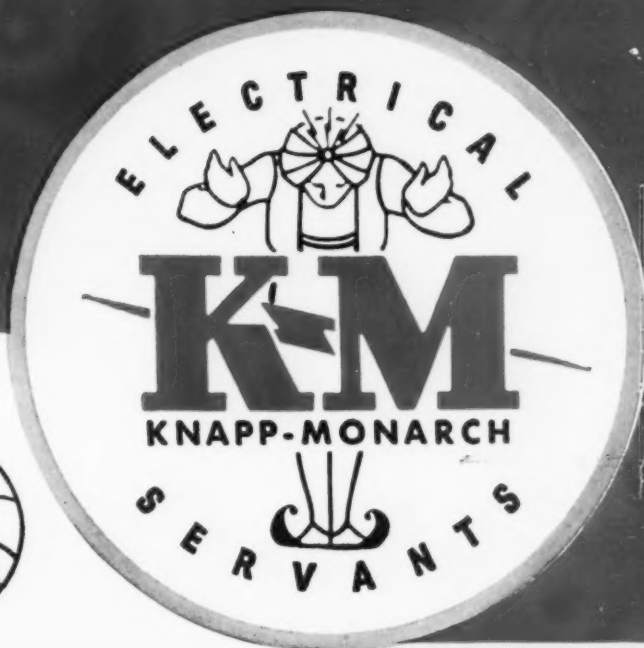
K-M Tel-A-Matic Waffle Baker



**KM** Speed Iron



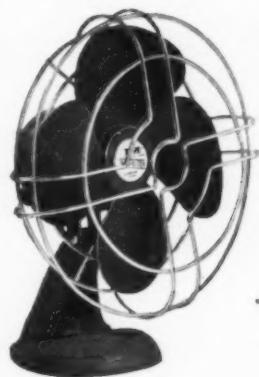
**KM** Turnover Toaster



**Cool Profits  
for you!**



Everybody talks about the weather—and *YOU* capitalize on it, when you feature **KM** Fans. Because **KM** Fans are handsome, durable, *true* values. Backed, too, by powerful **KM** national advertising, reaching over 13 million readers of Saturday Evening Post, Ladies' Home Journal, Better Homes and Gardens, House and Garden, House Beautiful!



**KM-DE LUXE JACK FROST 12-INCH  
OSCILLATING PEDESTAL FAN**

A husky breezer that swiftly cools off every corner of the room. *Just* the fan—for customers who want their money's worth!

**KM-KOLD-AIR NON-OSCILLATING  
8-INCH FAN**

Perfect for small apartments, small incomes! A sturdy, easy-to-adjust fan that surprises everyone with its big-time breezes!



**KM** Heating Pad



**KM** Jack Frost Fans

Write or wire your **KM** Distributor today

**KNAPP-MONARCH CO., St. Louis 16, Mo.**

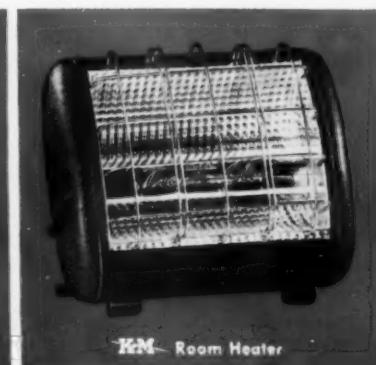
**KM** Appliances are also manufactured in Canada.

World-Wide Distributors:  
Philco International Corporation, 50 Broadway, New York

Exclusive Distributors in Canada:  
Crown Electrical, Brantford, Ontario



**KM** Quad Waffle Baker



**KM** Room Heater



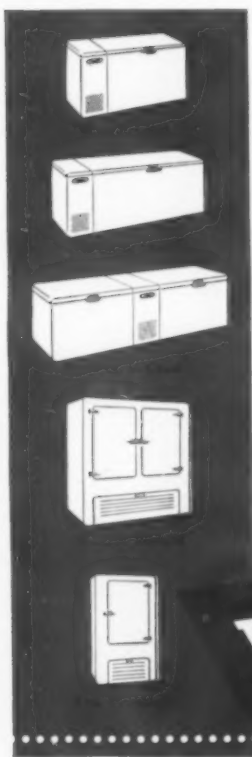
**KM** Corn Popper



**KM** Liquidizer



**THE OUTSTANDING FREEZER VALUE!**  
**NEW 1948 HARDER-Freez OFFERS MANY ADVANTAGES:**



- ★ LOWER COST PER CUBIC FOOT\*
- ★ EXCLUSIVE CENTER PLATE COIL
- ★ OPTIONAL ICE CUBE TRAYS
- ★ TEMPERATURE INDICATOR & WARNING SIGNAL
- ★ HERMETICALLY SEALED COMPRESSOR
- ★ RECESSED BASE
- ★ ADJUSTABLE DIVIDERS—FREEZ-BASKET
- ★ PRESSURE LOCK HARDWARE
- ★ SELF-BALANCING LID
- ★ 5 YEAR WARRANTY PLAN

\*A recent study shows average per-cubic-foot cost of HARDER-Freez to be less than average per-cubic-foot cost of 22 competitive makes.

SEE DEALER OR SEND COUPON TODAY!



**DEALERS:** Write today—HARDER-Freez dealerships available in some territories. HARDER-Freez offers unusual profit possibilities, competitive price. Full line. Experienced manufacturer. TYLER FIXTURE CORP., Dept. EM-6, NILES, MICHIGAN.



HARDER-Freez Display Cases. Three models. At left: Aisle Type. Center: Chest Type. At right: Wall Type.



MIAMI'S HUMID CLIMATE means plenty of refinishing business.

**Their Whole Business Is Used Refrigerators**

*Miami firm does a brisk business in reconditioning and refinishing*

A profitable specialty business which is the outgrowth of the constant need for serviceable used refrigerators is Refrigerator Painting & Service Co., Miami, Fla.

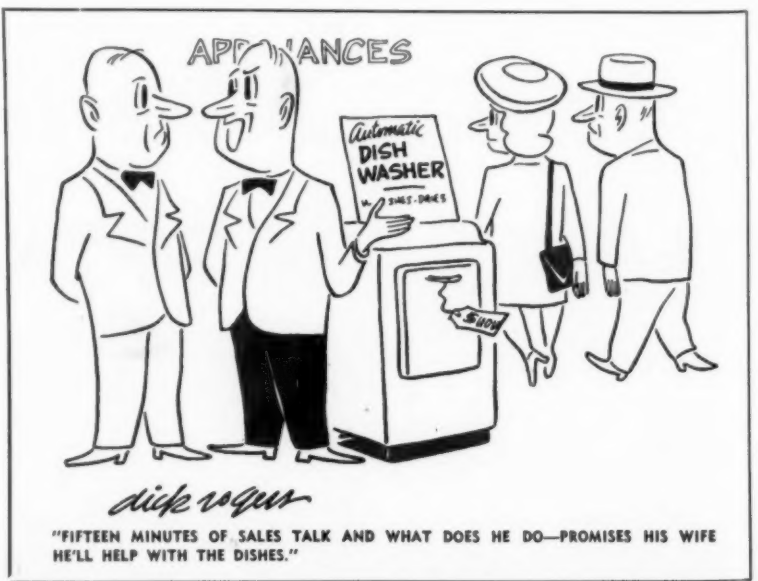
Operating two glistening all-white service trucks, Refrigerator Painting & Service Co. refinishes refrigerators for apartment house projects, for appliance dealers, private homeowners and department stores, as well as advertising continuously for used boxes which are reconditioned and resold in a handsome showroom at the left of the building. The organization is divided into the showroom, a compressor and operating parts shop, paint spray room, cleaning room, and bake room, which makes it possible to handle the entire reconditioning and refinishing job under one roof.

Miami's corrosive high-humidity climate necessitates far more frequent refinishing of refrigerators according to the management, and a large tele-

phone directory ad backed up by newspaper space is utilized to bring in all the volume which can be handled. Customers are offered a variety of services, including one-coat spray jobs to baked on deluxe finishes guaranteed to outwear the original.

A constant invitation is made for home owners to "tour" the extremely neat, completely enclosed painting and baking department, which encourages pleased refrigerator owners to talk up the service to friends. To that end the building is kept immaculately clean, with steel grey walls, separate enclosures for each department, etc.

A price schedule covering almost every type of refrigerator in use today, including both refrigeration unit repairs and refinishing, has been worked out, which simplifies service. From the used-box showroom, as high as 60 guaranteed, refinished refrigerators per month have been sold. Prices range from \$75 to \$150. *End*



American Lava production ranges from production of "impossible" highly complex shapes with very special physical characteristics to mass production of simple shapes at lowest cost.



**YOU GAIN  
by Our  
Experience**

● In its 47th year of specialization in custom made technical ceramics, American Lava Corporation offers you a combination of research, technical skill, practical experience and economical manufacture which is not available from any other source . . . Whatever your problem, if it involves technical ceramics, this is your best source of information and your best source of supply. Your inquiry will have prompt attention.

PROPERTY CHART giving the physical characteristics of the more frequently used Alsimag Technical Ceramic Compositions sent without cost on your request.

**ALSIMAG** 47TH YEAR OF CERAMIC LEADERSHIP  
**AMERICAN LAVA CORPORATION**  
CHATTANOOGA 5, TENNESSEE

SALES OFFICES: ST. LOUIS, MO., 1123 Washington Ave., Tel: Garfield 4959 • CAMBRIDGE, MASS., 38-B Brattle St., Tel: Kirkland 4498 • PHILADELPHIA, PENNA. 1649 N. Broad St., Tel: Stevenson 4-2823  
NEWARK, N. J., 671 Broad St., Tel: Mitchell 2-8159 • CHICAGO, 9 S. Clinton St., Tel: Central 1721 • SAN FRANCISCO, 163 2nd St., Tel: Douglas 2464 • LOS ANGELES, 324 N. San Pedro St., Tel: Mutual 9076



SHE'S BIG  
SHE'S BEAUTIFUL  
SHE'S BUYABLE

Have Good Times  
with the Duchess!



In size, capacity, performance, and craftsmanship—in engineering, price, and beauty—in any measurement, the Duchess is a superlative value. She sells on comparison. Her famous Silent Ball Bearing Transmission, Triple Flex Aluminum Spiral Agitator, new type Lovell Pressure Cleanser and other mechanical features clinch visual appeal and make sales quickly. The Duchess is your assurance of "good times" all the time. It's high time to date the Duchess steady!

**Duchess**  
REGISTERED IN U. S. PATENT OFFICE

YOU CAN'T BUY A  
BETTER WASHER  
AT ANY PRICE

WASHERS

APPLIANCE MANUFACTURING CO., ALLIANCE, OHIO

## What Sells Water Heaters?

Survey by Hotpoint reveals some interesting slants on buying reasons of men and women

MORE than half of all automatic electric water heater sales originate with men; final sales are made to more than twice as many men as women; cost of operation is the greatest single consideration with men buyers; and prospective buyers—both men and women—overwhelmingly think of electrical heaters first.

These statements are projections of a survey sent to approximately 900 appliance dealers. It was part of a continuing study of dealer opinion conducted by the market research department of Hotpoint Inc.

According to Edward R. Taylor, manager of merchandising, the survey is the first of this type undertaken to determine consumer buying habits in the field of electric water heaters. Dealers were asked these questions:

- What per cent of your total store traffic is made up of women?
- What per cent of your automatic water heater sales originates with women?
- What per cent of final sales were made to women?
- What do men and women look for most in a water heater?
- Who is more automatic water heater minded?
- Who is more brand conscious?
- Is gas or electricity thought of first, and by whom?
- Are buyers interested because of a sales display and talk, or do they come in with the purchase in mind?

Dealers reported that while typical appliance store traffic is made up of 60 per cent women, and 40 per cent men, 55 per cent of all electric water heater sales originate with men, and 45 per cent with women. Final sales are still more sharply divided: 48 per cent to men; 23 per cent to women, and 29 per cent to both.

### Men Like Engineering Features

This seems to indicate, Taylor noted, that because the water heater has less dramatic appeal than appliances such as the automatic dishwasher and the Disposall, interest in this appliance is based primarily on its functional and engineering refinements. Although the husband is in the minority in store traffic, "he definitely is the deciding factor in automatic electric water heater sales."

Selling features in which men were most interested, in their order of importance, were listed by dealers as: cost of operation, price and brand. Women buyers emphasized appearance first, followed by capacity and price.

Other features in the order of importance and the corresponding interest shown by men and women follow:

MEN	WOMEN
Type construction	Brand
Capacity	Cost of operation
Quality materials	Convenience
Service	Safety
Warranty	Table top
Appearance	Dependability
Tank material	Speed of recovery



EDWARD R. TAYLOR, Hotpoint's merchandising manager, found that water heaters aren't dramatic enough for women; they're usually bought by men.

The survey revealed that nearly 60 per cent of women are automatic water heater minded, while this interest can be attributed to 40 per cent of the men. Brand consciousness was divided as follows: women, 35 per cent; men, 53 per cent; both, 10 per cent.

Dealers said that 77 per cent of all consumers think of electricity first when considering automatic water heaters. This preference is shown by 79 per cent of women, and 75 per cent of men.

Dealers noted that 41 per cent of electric water heater buyers become interested because of a sales display and talk, while 59 per cent come into the store with the purchase in mind.

Of the general comments written in by dealers regarding customer wants, the most prevalent was the request for

(Continued on page 72)



HOLLIS C. DOSS, sales planning manager of Hotpoint, points out to Dwight R. Anneaux, manager, water heater sales division, that men selected water heaters by types of operating principles.



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NDISING

# It Pays . . . . TO LOOK TWICE!



Vornado is the world's finest air circulator, the fastest seller and best profit-producer, because it MOVES 3 TIMES MORE AIR—3 TIMES FARTHER! The patented TWIN CONES supercharge the air intake and start the famous "Vortex-Tornado" airflow pattern. DEEP-PITCHED PROPELLER drives huge "bites" of air penetrating into every corner. INSULATED COWL minimizes air noises. RUBBER CUSHION motor mount absorbs vibration and hum. These exclusive superiorities sell Vornado on sight.

THE O. A. SUTTON CORPORATION  
WICHITA, KANSAS

## It Pays . . . . TO SELL VORNADO!



Why sell ordinary "fans" or poor imitations? Vornado gives you features to talk about not even approached in "fans". Customers will buy when you explain the many superiorities of Vornado. Show them the "Cigarette Smoke Test" so widely advertised today in our national magazine schedules. It's convincing, sure-fire, and a superb illustration of Vornado's air currents.

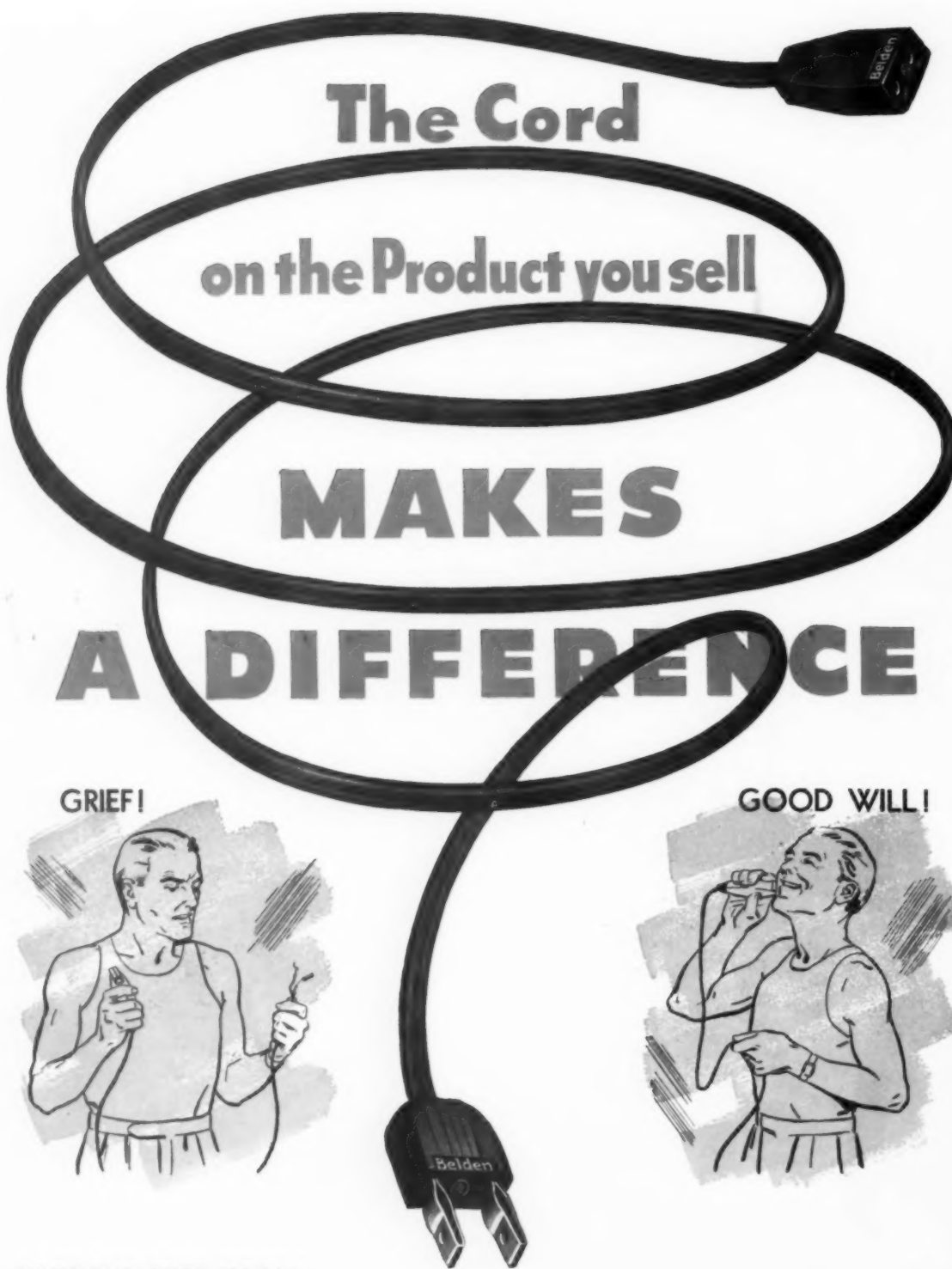


**Vornado**  
World's Finest Air Circulators



Dramatic full-page insertions in LIFE and other magazines illustrate Vornado's numerous special features. Tie in your sales talk with the advertising. Display the line prominently, proudly—you have here something on which you can truly boast. The great demand is waiting—only on YOU!





**The Cord**  
**on the Product you sell**  
**MAKES**  
**A DIFFERENCE**



**CORDITIS-FREE CORDS**

**BY Belden WIREMAKER FOR INDUSTRY**

© 1948, Belden Manufacturing Co., Chicago, Ill

**The Belden Line of Complete Cords  
 NOW AVAILABLE FOR DEALERS**  
 Corditis-free Replacement Cords for lamps and appliances  
 Extension Cords and Cordlites  
 Portable Outlets, the "Under-the-rug Cords"  
 ...

**Ask your Belden Jobber**

**What Sells Water Heaters?**

— CONTINUED FROM PAGE 70 —

table top models in 30, 40 and 50 gallon sizes.  
 Mr. Taylor interpreted the survey to indicate that dealers are not placing sufficient emphasis on dramatizing the electric water heater for women customers.

**Dealers Take Heed**

"Now that we have returned to normal, competitive selling conditions in the electric water heater field, it is obvious that display and demonstrations, promotion of this appliance as a functional part of the all-electric home kitchen and laundry, and a more thorough knowledge of its operation features must be given greater dealer attention," Mr. Taylor said. *End*

**Pre-motor Cleaner Comes to Light**

**It appears that electric cleaner manufacturers were lucky to get basic patents.**

**F**OR years the vacuum cleaner industry was licensed under a patent that covered the carrying of dirt on an air stream. Now that the patent has expired, there is coming to light various vacuum cleaners that did this job even before the age of electric motors. Had their existence been known, there could have been no basic patent.



**IN AN OLD barn loft near Ashland, O., Joe Halladay of Ohio Public Service uncovered the granddaddy of all modern vacuum cleaners**

The latest find was made recently by Joe Halladay of the Ohio Public Service Co. at Ashland, O. From an old barn loft a cleaner was brought in which operates by a bellows run from the wheel. Made by the Doty Mfg. Co. of Dayton, O., it goes back to an unknown era in American history. *End*

Powerful Demonstration  
Selling Tips that Work and  
**HELP YOU SELL**

# Launderrall!



**1** Invite your prospect to bring in a 10-Pound bundle...You Wash It for her!

Help make up her mind—give her a thorough Launderrall demonstration *with her own laundry!* Do a 10-pound wash while she waits—point out that she'll save plenty of soap and hot water in a Launderrall! Show her the many features for extra safety.

**2** Explain Launderrall's Exclusive **DOUBLE-TUMBLE** Action!

Build up Re-Verso-Rol Double-Tumble washing action! Only Launderrall's spacious clothes cylinder whirls to the right... pauses... then whirls to the left... making more than 1500 revolutions through washing and two clear water rinsing periods.

**3** Twirl your handkerchief to prove Launderrall's Better Action

**DOES A BETTER JOB!**

Whirl a pencil-marked handkerchief *one way* until it wraps around your hand and the mark is hidden in folds. Then whirl it like Launderrall does—first one way and then the other, so that handkerchief *wraps and unwraps* itself—every inch of fabric is penetrated by sudsy water.



**4** Tie a knot in Towels or napkins...Let Launderrall Untie Them!

Here's a cute trick you can do only in a Launderrall! Tie a simple knot in several cloth napkins and put 'em in. Show prospect that Double-Tumble action will *automatically untie them* during the wash!



Let her see the **Sparkling White, Damp-Dried Clothes** as they Come Out! Point out that Double-Tumbled clothes are *tangle-free*—not in a hard, doughnut-roll. Even heavy seams are *drip-free!* Ask her if she's ever seen clothes so dewy-fresh... if she's ever done a wash so easily!

...FINALLY, AND MOST IMPORTANT,  
GET HER NAME ON THE DOTTED LINE!  
SHE'LL BE THANKFUL THE REST OF  
HER LIFE THAT YOU SOLD HER A ...



**Launderrall**  
THE COMPLETELY AUTOMATIC HOME LAUNDRY

by Jacobs



F. L. JACOBS CO., DETROIT 32, MICH.

Explain that the trademark of F. L. Jacobs Co. stands for 37 years of manufacturing know-how... her guarantee of fine, precision engineering.

**HERE IT IS**

**NEW!  
DIFFERENT!  
BETTER!**

**The ONLY RADIO BATTERY**

**That Has The**



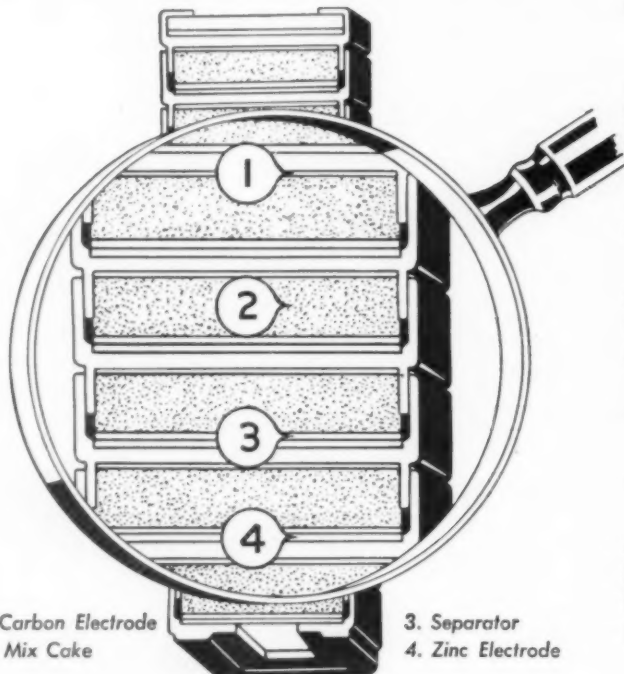
**Interlocked Flat Cell**

**PLAYING HEART**

*Enlarged Cutaway Section Shows . . .*  
**EACH CELL INTERLOCKS WITH ITS NEIGHBOR—  
FORMS THE PLAYING-HEART OF YOUR RADIO**

**LOOK!**

- Each Cell Holds More Power-Producing Chemicals.
- No Waste Space.
- Lasts Hours Longer.
- Costs No More.
- Already Standard Equipment with 12 Radio Manufacturers.



1. Carbon Electrode  
2. Mix Cake

3. Separator  
4. Zinc Electrode

**EXCLUSIVE!**

- Result of 5 years' Scientific Electronic Research.
- Patented U. S. Pat. No. 2416576.
- Triple-Sealed Against Power Leakage.
- No Binding Tapes.
- No Sealing Wax.
- Greatly reduces Battery Failure . . . 91% Less Soldered Connections.

COPYRIGHT OLIN INDUSTRIES, INC., 1948

# Increase Your Radio Battery Sales This Summer with the *Sensational*



## Interlocked Flat Cell Battery

The demand for portable radio batteries this summer promises to be the greatest in radio history . . . estimated to be \$52,000,000. All over America, portable radio owners will

be customers for this startling new electronic development that gives more hours of listening pleasure . . . yet costs no more.



AVAILABLE IN  
POPULAR SIZES  
FOR PERSONAL  
AND PORTABLE  
RADIOS

### Available in 2 Brands

**WINCHESTER**  
TRADE-MARK



Make your store headquarters for the OLIN Interlocked Flat Cell Radio Battery.

Fill in coupon below, for descriptive Catalog and get the complete Product and Sales story.

**Don't Disappoint Your Customers  
They'll Want . . .**

**THE ONLY RADIO BATTERY**

That has the  **Interlocked**

**Flat Cell PLAYING-HEART**

Olin Industries, Inc.  
Electrical Division  
New Haven, Conn.  
Dept. E —

Mail me at once Descriptive Catalog  Bond-Olin or  
 Winchester-Olin. (Check brand desired.)

NAME.....

ADDRESS.....

CITY.....STATE.....

# THERE'S MONEY In The OIL HEATING BUSINESS!



WHEN YOU

## Feature KRESKY Oil Burners The All-Year 'Round Line!

A Kresky oil burner franchise means money for you because Kresky gives you leadership in an active, wide-open market.

Kresky's reputation, backed by powerful national advertising and strong dealer support, means immediate customer acceptance . . . more sales . . . more quickly . . . for you. And Kresky delivers customer satisfaction . . . trouble-free service almost eliminates expensive service calls. That means more net profit and sales of other Kresky units.



Storage and Auxiliary Water Heaters



Cottage Furnace



Dual Register Model

### Old-Fashioned Space Heaters Offer Huge Replacement Market

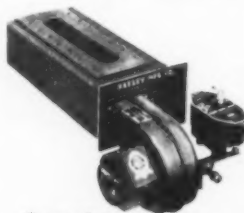
It's easy to sell Kresky floor furnaces to owners of bulky, old-fashioned space heaters. Simply designed, compact . . . a Kresky fits in as little as thirty inches under the floor . . . makes more "living" room. Easy to install, too . . . practically a plug-in unit. And remember, there's a Kresky product for every season. Kresky manufactures floor and dual wall furnaces, water heaters, basement and utility furnaces, commercial and domestic heaters, conversion burners for all types of heating equipment. Also for ranges, home or commercial use.

Listed by Underwriters Laboratories, Inc.

Dealers—write or wire for valuable Dealer information.



Domestic Heater



Conversion Oil Burner



**KRESKY MFG. CO., INC.**  
Petaluma, California



MORE THAN 1200 small appliances can be shown along the Rhein fixtures, leaving the center of the store clear for large appliances.

## Small Appliance Cases Increase Space and Sales

Walter L. Rhein Co., Belleville, Ill., paid out \$650 for display cases; sales increased 300 percent

A lot of initiative in small appliance merchandising has increased small appliance sales volume by 300% and completely solved display problems for the Walter L. Rhein Co., Belleville, Ill.

The Rhein organization, a complete electrical dealership, had experienced the usual problems of small appliance retailing until spring of this year. Small appliances were shown on 9 display tables down the center of the floor, which took up too much space, caused a congested-aisle situation during busy periods, and at least partially obscured major appliance and television displays at the rear.

Carrying well over a \$6,000 inventory of small appliances, to please farmer-customers from the trading area surrounding, owner Walter L. Rhein saw his small appliance displays gradually encroach upon every surface in the store until he determined to "do something about it".

Studying the situation carefully, Mr. Rhein determined that the something which had to be done was to set up

special display fixtures designed particularly for varying types of small appliances which could be concentrated along the wall, instead of on the center-floor tables. Therefore, using a hammer and saw himself, he experimented with various designs of wall shelving, bins, etc., until he hit upon the ideal solution, in the form of a 34-foot wall display fixture, which will accommodate more than 1,000 small appliances, on a series of 6 identical 6-foot cabinets which may be moved around as desired.

After discarding several designs, Mr. Rhein "standardized" on the type shown, and bought enough kiln-dried white-pine lumber for the whole job. This he took to a local cabinet-maker, who contracted building of the display fixture at a flat price per unit. Six of them were built, finished a flat gray, with a bright carmine red broad shelf at waist-level. Each unit contains 4 display shelves, plus two sliding-door cabinets for "delivery stock" below. Each is lighted by a single concealed

(Continued on page 78)



SALESMEN find selling customers a lot easier with these small appliance units

# SPEED UP YOUR SUMMER SALES and PROFITS with

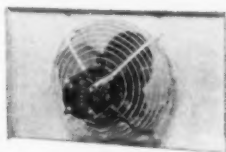
*America's  
Most Complete Line  
of Window Fans*



**Model RW-200**  
20" — 29½" wide, 23¼" high, 6" deep  
Adjustable to windows up to 38" wide  
List (tax inc.) \$59.95



**Model RW-160**  
16" — 23" wide, 19½" high, 9¾" deep  
Adjustable to windows up to 30" wide  
List (tax inc.) \$39.95



**Model W-12**  
12" — 23½" wide, 14" high, 8¾" deep  
Adjustable to windows up to 36" wide  
List (tax inc.) \$29.95



**Model 313-F**  
**NEW IMPROVED FILT-R-FAN**  
with directional air-current control. The Window Fan that Filters as it Cools.

Modern in design. White, off white, or silver-gray enamel finish. Motor and fan fully enclosed. Easily installed. Capable of displacing 750 cubic feet of air per minute. 23½" wide, 14" high, 12½" deep. Adjustable to windows up to 36" wide. LIST (Tax inc.) \$59.95. Now equipped with adjustable louvers for directional air-current control to eliminate drafts. Actual tests prove that as Filt-R-Fan draws in the fresh outside air, its three glass fiber filters—remove dust, dirt and other irritating impurities—as well as sufficient pollen to bring welcome relief and comfort to sufferers from hay-fever, asthma and other respiratory ailments.

## Nu-air WINDOFANS AND FILT-R-FAN



**Model RW-240**  
24" — 36" wide, 33" high, 6½" deep  
Adjustable to windows up to 42" wide  
List (tax inc.) \$74.95



Compact . . . Propeller mounted on motor shaft. No belts to slip, break or wear out.



Thinner . . . No. 200 and 240 are one-third thinner than ordinary window fans. More attractive. Occupy less space.

● Here is a complete line of window fans that you can be proud to sell. Many of your customers know that the Meier name on electrical products is a long established symbol of quality and dependability.

Speed up your Summer Sales and Profits. Get detailed information about the new Meier Nu-air line of window fans and our liberal advertising allowance.



NATIONALLY ADVERTISED in Saturday Evening Post, Better Homes & Gardens and House Beautiful. REACHING OVER 7 MILLION READERS.

FAMED FOR DEPENDABILITY  THROUGHOUT THE WORLD

**MEIER ELECTRIC & MACHINE CO., INC.**  
3523 E. WASHINGTON STREET • INDIANAPOLIS 7, INDIANA

# NICHROME

goes to work with

TRADE **YALE** MARK



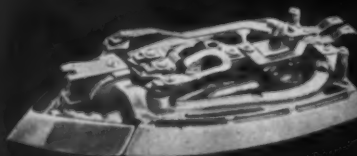
**T**wo irons in one!—laid flat, the toe and sole unite to form a large, continuous ironing surface for finishing flat work fast—tilted forward, the flexing toe provides a small iron for frills, sleeves and fancy work. What a tip for arousing customer interest, boosting sales!

But that's not all. There's a flock of new, ultra-desirable features, such as the ventilated deck, the reversible cord and twin, cast-in, moisture proof heating elements made of Nichrome that heat fast and evenly, give a lifetime of dependable service.

Says the Yale & Towne Mfg. Company: "We employ Nichrome because Nichrome fully satisfies the rigid requirements and specifications set forth by our Production Department—particularly regarding resistance wire encased in the long-life, tubular type heating elements we are using. We ask for dependability and perfection from

Driver-Harris Company, and we have received just that."

There's the tip for achieving maximum selling power! Profit by making sure your manufacturing sources use heating elements of Nichrome, the famous heat and corrosion-resistant alloy that is the very heart of good electrical appliances the world over.



Yale & Towne's revolutionary Tip Toe Iron—the tubular type, cast-in heating elements, in toe and sole, are powered with Nichrome Wire.



Nichrome is Manufactured only by

**Driver-Harris Company**

HARRISON, NEW JERSEY

BRANCHES: Chicago, Detroit, Cleveland, Los Angeles, San Francisco, Seattle.

Manufactured and sold in Canada by  
The B. GREENING WIRE COMPANY, LTD., Hamilton, Ontario, Canada

\*T.M. Reg. U. S. Pat. Off.



## Small Appliance Cases

CONTINUED FROM PAGE 76

fluorescent lamp. Total costs were only \$650, according to Mr. Rhein, who was offered \$1100 for the set of cabinets a week after they were installed.

"The results have been amazing," he said. "Our small appliance sales jumped 100 percent the first month, and since then increased to 300%—and the store center is kept free for large appliance displays." *End*

## Pay for the Service Men

**T**HE problem of how much to pay service men has been settled satisfactorily by O. W. Hon of the Boise Music and Appliance Co. of Boise, Idaho by letting this department practically fix its own salaries on the basis of the amount of work which is done. The service department is regarded as a highly important part of the business, but in the past has been something of a headache because it was difficult to set a figure which satisfied the men and kept down turnover and yet did not make this end of the business too great a drain upon the rest.

As it is arranged now, the department is under the control of the store and yet operates almost as if it were a concession. The arrangement provides that the first \$400 taken in shall be divided between the two men handling this work in the form of salary, at \$200 each. They are also allowed 10 percent on all parts they sell, as well as one half the amount above \$400 which is taken in on the basis of hours worked. \$14 is allowed for a year's free service for every Bendix sold—and similar arrangements are made for other free service, or in case repairs are required on an appliance before it is sold.

### How It Works

For instance, during one month \$640.25 was taken in for labor done by the two men. Of this \$400 is theirs, plus one half of the remaining \$240.25, or \$120.12. They sold \$400 in parts, which means a 10 percent commission of \$40. The total for the month was \$561.40, which was divided between the two workers. Incidentally, the basic guarantee used to be \$175 each, which has since been raised to \$200. It was found difficult to meet this at the rate then charged, so at the request of the men, the hourly charge for labor was increased.

The result of this system has been that the men were really satisfied. They felt that they were virtually in business for themselves and could increase their incomes on the basis of their own endeavors, just as any other business man might work to build up his profits. Moreover, the prices to customers are so fixed that the basic guarantee is always met, and more. This means that the store also receives a small monthly profit—usually in the neighborhood of from \$125 to \$150, which pays for the use of the quarters devoted to service work, the tools and the truck. *End*



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Here's the  
**NEW 1948 GOPHER**  
fully automatic  
**Oil Water Heater!**

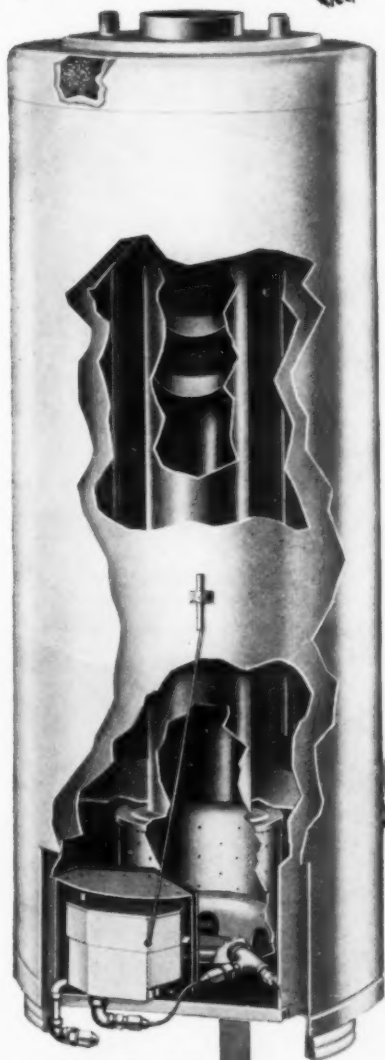
**Guaranteed for 5 Years**

Gopher is the new trade name of oil water heaters manufactured by the American Gas Machine Company up in Albert Lea, Minnesota. This company is one of the oldest in the oil water heater field. More than 30,000 of its water heaters are in service today. They have features other heaters don't have . . . such as a pilot that won't overheat the tank. And people like the dependability that honest manufacturing puts into them.

We don't think that any other oil water heater can match the Gopher for economical use of fuel. And this is not an idle claim. The Gopher pilot uses only 6/10 of a gallon of oil in 24 hours. Read about some of its other good points below, won't you?

**SELL GOPHER AND YOU SELL:**

- 1. Fully Automatic Operation**—Set it and forget it. No electricity required.
- 2. Economy of Operation**—The most efficient oil pilot in the industry—stainless steel cowling type—patent applied for and exclusive 6-inch diameter steel tube center flue with baffles delivers maximum radiation to surrounding water.
- 3. Low Heat Loss**—Insulation is a combination of moisture resistant, non-packing fibre glass and dead air space.
- 4. Longer Life**—Heavy-duty, 300 lb. test, tank gives long-term satisfaction. Exclusive Gopher pilot does not overheat tank. Magnesium anode protects tank against corrosion.
- 5. Streamlined Appearance**—Lustrous white finish. All controls fully enclosed. Easy to keep sparkling clean. Has new low-boy design. Takes less headroom than most heaters.
- 6. Ease of Servicing**—Comfortable access to burner through big service door. Built-in fuel-line clean-out tool minimizes frequency of burner cleaning.
- 7. A 5-Year Guarantee**—Every Gopher Heater carries a factory warranty guaranteeing it for five years.
- 8. Underwriters Laboratory Approval**—for safety and efficiency.
- 9. Nationally Advertised** in publications reaching more than 3½ million farm and small town readers.



Available in 30 and 45 gallon capacity sizes.



(Formerly AGM Sunflame)

# OIL WATER HEATERS

**AMERICAN GAS MACHINE COMPANY**

ALBERT LEA, MINNESOTA

Continuous Manufacturing Experience since 1896

Please send me the name of my nearest distributor of Gopher Oil Water Heaters.

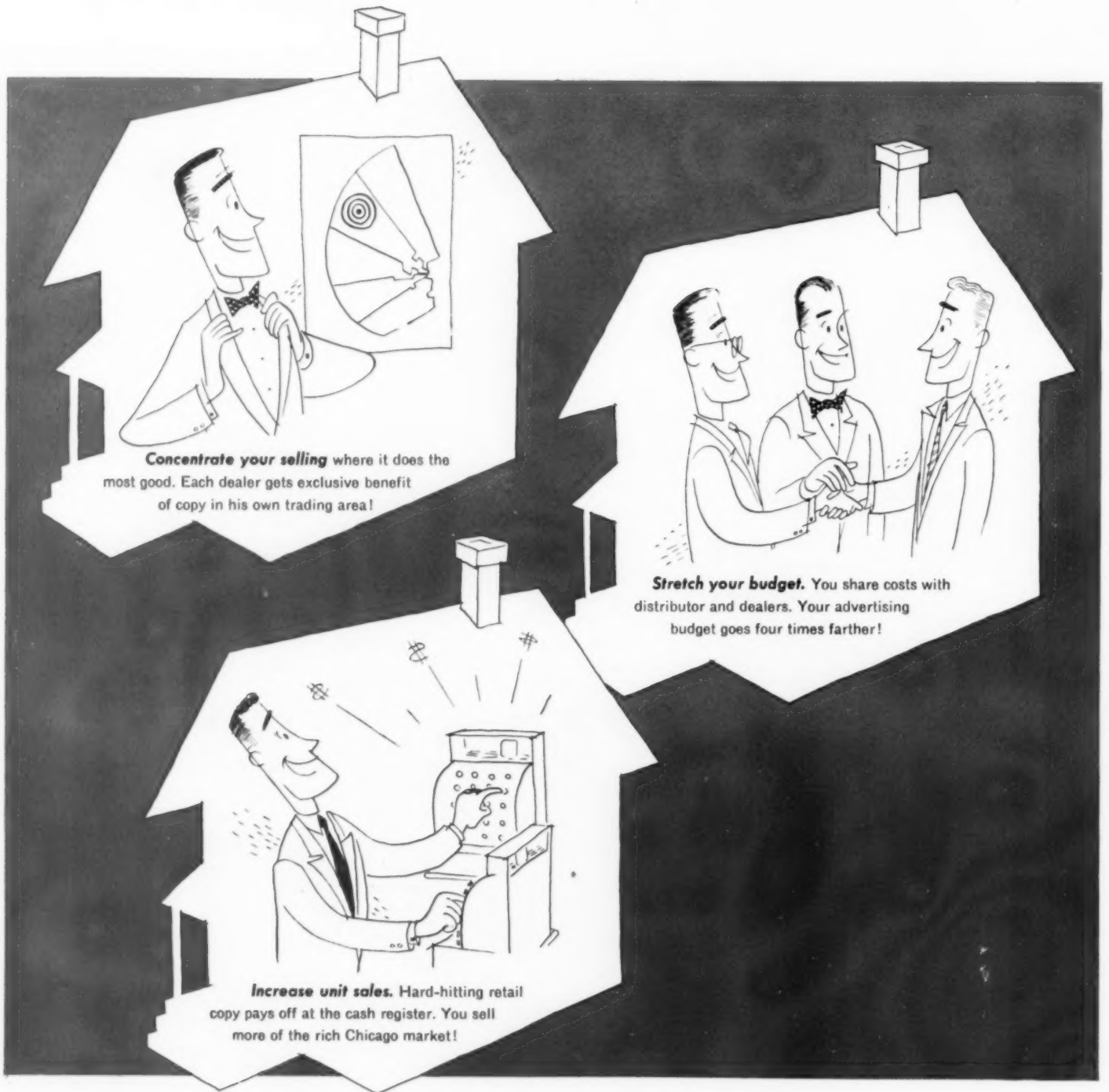
Name.....

Address.....

City..... State.....



# give your dealers a Neighborhood



**Concentrate your selling** where it does the most good. Each dealer gets exclusive benefit of copy in his own trading area!

**Stretch your budget.** You share costs with distributor and dealers. Your advertising budget goes four times farther!

**Increase unit sales.** Hard-hitting retail copy pays off at the cash register. You sell more of the rich Chicago market!

# Campaign

## with the **CHICAGO TRIBUNE'S** Selective Area Advertising Plan

For a highly productive campaign that ties in closely with your dealers' operations, take advantage of the Chicago Tribune's Selective Area Advertising Plan. Under the plan —

### **EACH DEALER GETS:**

- 1 Selective coverage of his local market
- 2 Prominent display of his name and location
- 3 The low rate of just 1.4¢ a line!

### **YOU GET:**

- 1 Better identification of your local outlets
- 2 Enthusiastic dealer support
- 3 Advertising that pays off right away!

HERE'S a co-operative advertising plan that gets results in Chicago. It identifies your Chicago dealers and gives each a highly localized campaign. It is productive and inexpensive. It works like this:

The Tribune divides the Chicago Metropolitan Market into five areas. On Sundays, the Tribune issues separate sections, each delivering some 200,000 circulation in each of these areas. By listing non-competing dealers in the advertisements that run in each section, each dealer gets exclusive benefit of copy in his own trading area. Even dealers with small advertising allowances can participate, because they pay as little as *one per cent of card rates*.

Dealers and distributors like this kind of co-operative advertising. It is fitted to their needs. It is a potent means of capitalizing on the purchaser's habit of buying hardline merchandise in his own neighborhood. It will help you sell more of the rich Chicago market—in itself big enough to take all or an important part of your production.

Manufacturers selling merchandise ranging from records and shoes to radios and washing machines tested the plan and have already spent \$425,000.00 using it in the Tribune. The plan is applicable in practically any newspaper market. Contact your nearest Tribune representative today for complete details.

**USERS OF THE PLAN**—Users of the Tribune's Plan include: Admiral, Bendix, Farnsworth, General Electric, Howard, Majestic, Philco, RCA-Victor, Stewart-Warner, Stromberg-Carlson, Westinghouse, Wilcox-Gay and Zenith Radios; as well as Bendix Home Laundry, Coleman Heater, Columbia Records, Enna Jettick Shoes, Eureka Vacuum Cleaner, Horton Ironer, Jacobs Launderall, Landers, Fray & Clark Automatic Blanket and Maytag Washer. Why not try it yourself?

## **CHICAGO TRIBUNE** The World's Greatest Newspaper

Sunday average net paid total circulation: 1,600,000  
Sunday average net paid city and suburban circulation: over 1,000,000

MEMBER: AMERICAN NEWSPAPER ADVERTISING NETWORK, INC. • FIRST 3 MARKETS GROUP • METROPOLITAN SUNDAY NEWSPAPERS, INC.

**A. W. DREIER, CHICAGO TRIBUNE**  
810 Tribune Tower, Chicago 11

**E. P. STRUHSACKER, CHICAGO TRIBUNE**  
220 E. 42nd St., New York City 17

**FITZPATRICK & CHAMBERLIN**  
155 Montgomery St., San Francisco 4  
448 South Hill St., Los Angeles 13

**W. E. BATES, CHICAGO TRIBUNE**  
Penobscot Building, Detroit 26

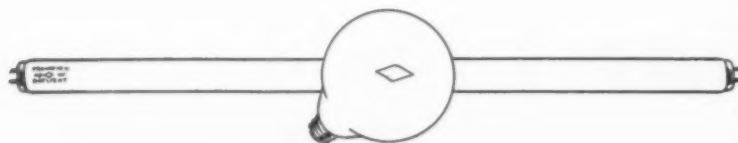
**YOU** CAN MAKE  
MORE MONEY SELLING  
**CHAMPION LAMPS**

Here's a line that is a natural for your kind of trade.

**Universal Demand—Fast Moving — Steady Repeat Business** — Everyone who enters your store uses **Fluorescent tubes and Incandescent bulbs.** CHAMPION has been making fine lamps for nearly fifty years. Champion Lamps have the quality that makes them come back to you for replacements.

**Maximum Volume At Maximum Discount**—Champion's selling policy is to get the lamps to you at lowest cost—no rules, regulations or red tape. You get all there is in it when you sell Champion Lamps.

There's real volume and profit in lamps when you sell CHAMPIONS. Get the whole story on Champion Lamps from your wholesaler.



**CHAMPION LAMP WORKS**

*Lynn, Massachusetts*

A DIVISION OF CONSOLIDATED ELECTRIC LAMP CO.



**YOUNG FELT MAKES** a specialty of designing bases and finials to match some artistic detail in the object being converted into a lamp

## New Lamps for Old

*The Felt Electric Co. of Salt Lake City has made a niche for itself in custom-made lamps*

**A**LONG about the time electrical appliances began to disappear from the market in wartime, C. L. Felt and his son of Salt Lake City began to cast about for a substitute income to keep their electrical business going. Young Felt had an artistic bent and had taken pleasure in making an object of beauty in the form of a lovely lamp out of the antique materials occasionally brought into the store by a customer in search of a particular type of accessory.

Both father and son recognized the possibilities in this type of work. Home owners and interior decorators alike have very definite ideas about ornamental lamps and fixtures to fit into their homes. A firm which is prepared to design lighting equipment to fit into particular surroundings, at a moderate cost, can always find a market in any modern community.

The Felts started a "new lamps for old" department as an auxiliary to their regular electrical business. As the appliance business dwindled, the lamp business picked up. At the close of the war, when the time came to resume a normal set-up, the new department had grown to such proportions that it has gradually become the main feature of the firm's activities. It has the great advantage, for one thing, of being non-competitive. Furthermore, it is independent of the fluctuations of supply and has a security which other types of business do not possess. Overhead expenses and selling costs are small.

The store which carried the Felts through the war has been arranged to provide an effective background for this specialized lamp work. Window displays feature a wide selection of different articles which have been con-

verted into lamps and carry out the "Aladdin" idea of creating something new from something old.

Inside, booths have been set up, each with a comfortable chair in which the prospect sits. A spotlight at the rear of the booth is focussed on the shelf in front of the customer, which is backed with black velvet. Against this drape, lamps are displayed to show just what can be done.

### *Jobs are Works of Art*

Young Felt makes each job a work of art. Usually some detail of the vase or article to be used is taken as a detail of decoration in base and finial. Materials vary according to the situation where the lamp or fixture is to be used and to the article serving as a vehicle for the base. A delicate gold filigree appropriate for a Dresden china figure is replaced by a pewter base for an old carriage lamp.

The business has grown in many ways. Perhaps the first appeal was to the interior decorator, amateur or professional, who wished a particular color touch to complete a decorating scheme. There are many customers, however, who simply wish to find a use for some cherished heirloom. Mr. Felt has made lamps from old coal oil bases, from vases brought across the plains by early Mormons, from souvenir figurines picked up abroad, from chocolate pitchers and teapots.

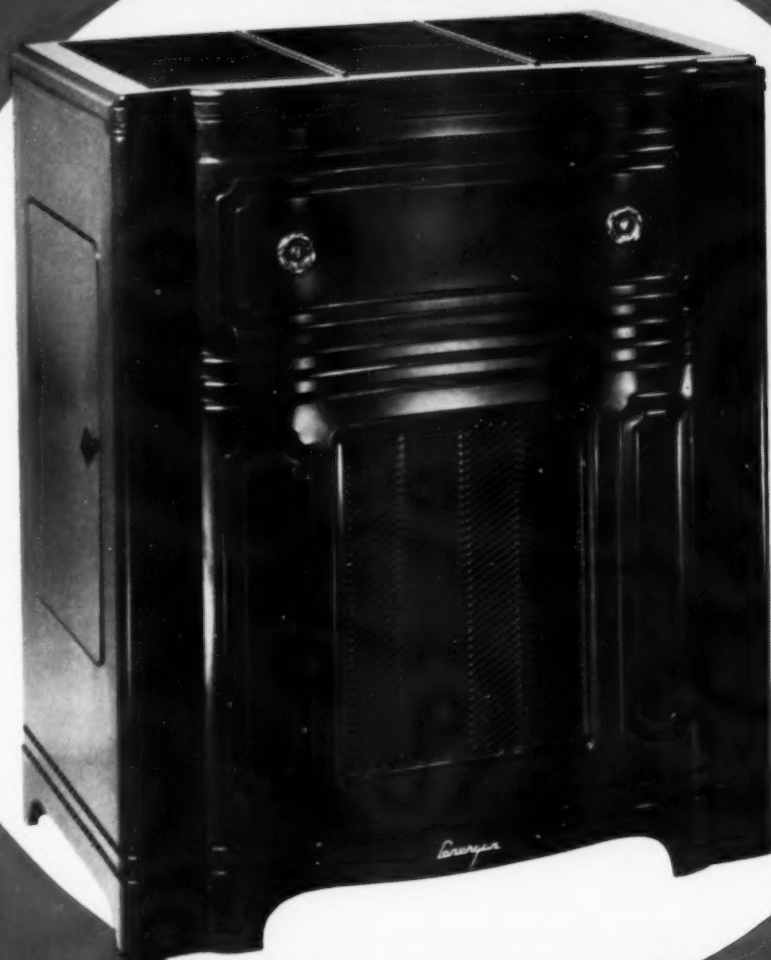
There is no end to the variety. One group of clients is found among the men who want something appropriate for a hunting cabin or home den. Sometimes they have an old carriage lamp or other trophy they want used—frequently they merely come in with their problem. Then Mr. Felt sends them out

*(Continued on page 84)*

YOU'LL OUT-SELL WITH THE

GREAT NEW  
*Lonergan* . . .

THE HEATER THAT OUT-PERFORMS



Lonergan's new *Fireside* is packed with sales advantages not possessed by any other oil circulating space heater! . . . You'll find it out-sells, because it out-features and out-performs — by wide margins!

To see it is to admire it! . . . And its modern, fine-furniture appearance is achieved without sacrifice of heating efficiency. On the contrary, its efficiency has been increased. Instead of being a make-shift, cut-down, old-fashioned High Model, the *Fireside* has been engineered from start to finish to be an up-to-date console!

Compare the Lonergan, feature for feature, price for price, with others. You'll quickly decide that here is the heater to swing your sales and swell your profits!

**NO OTHER HEATER CAN  
MAKE THESE SALES-  
BUILDING CLAIMS!**

- Completely New, Inside and Out, Console Design!
- Gives More Heat — Burns Less Oil!
- Operates Efficiently on Thermostat!
- Has 6½-Foot Heat Column!
- Can be Connected with Fireplaces!
- No Annoying Draft-Regulation Gadgets!

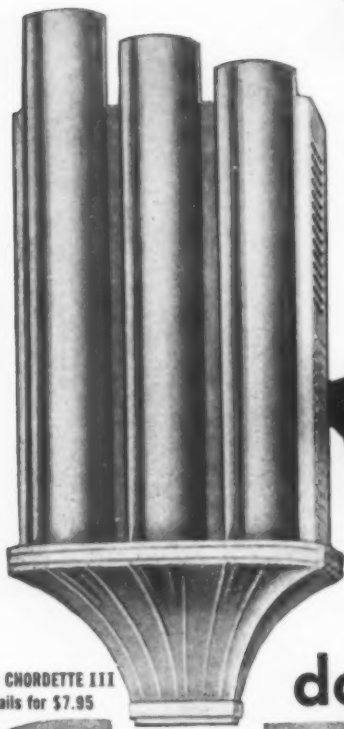
**BUILT-IN DRAFT REGULATOR**—Factory set. No adjustment needed. Perfect operation at much lower draft than ordinary heaters.

**PROPELLER FAN**—With exclusive, patented motor-cooling duct for positive flow of warm air. Provides floor-level heat.

**OVAL BURNER**—Wide, hot flame. More radiant heat. No bunched, oil-wasting fire.

**MINIFLOW PILOT**—Thumb-size flame — conserves oil! Not just a turn-down that gives unwanted heat on milder days. Burns only one gallon of oil in 42 hours.

**LONERGAN MANUFACTURING COMPANY**  
ALBION, MICHIGAN



The CHORDETTE III  
Retail for \$7.95

There's only one answer  
to a sound argument

**EDWARDS**

*Chordette III*

The most saleable  
door chime ever invented

**SALES APPEAL GALORE:**

**IT'S UNIQUE...** the Chordette III is the only door chime with a *continuous* harmony chord, that plays as long as the caller pushes the button.

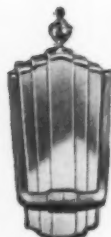
**PLEASINGLY INSISTENT TONE...** Signals can be heard anywhere in the house. The Chordette is tested for tone-pitch and tone quality on the Sonoscope, a tone detector exclusive with Edwards.

**NATIONALLY ADVERTISED...** Edwards Door Chimes are pre-sold for you by a powerful advertising schedule in Saturday Evening Post, American Home and Better Homes and Gardens.

**IT'S VERSATILE...** Has three distinctly different signals, instead of the usual two. One for the front door, one for the back and one for the side door, or to page the family to the phone.

**PRACTICAL AND ATTRACTIVE...** The Chordette III is available in two popular color combinations—Chrome and White or Brass and Mahogany.

ORDER THE CHORDETTE III THROUGH YOUR DISTRIBUTOR TODAY



The Fairfax  
Retail for \$7.95

*The Fairfax...* for those who prefer Colonial design. *The Classic...* for those who like modern simplicity.



The Classic  
Retail for \$6.95

**"MUSICAL HITS"  
OF THE YEAR**

Edwards Door Knocker Chimes. Sure-fire sellers...these non-electric Door Chimes that work like a knocker...ring like a chime. Bright polished brass in two styles: *The Fairfax...* for those who prefer Colonial design. *The Classic...* for those who like modern simplicity.

EDWARDS AND COMPANY, NORWALK, CONNECTICUT

*In Canada: Edwards of Canada, Ltd.*

New Lamps for Old

CONTINUED FROM PAGE 82

to hunt through antique shops until they find exactly what they want.

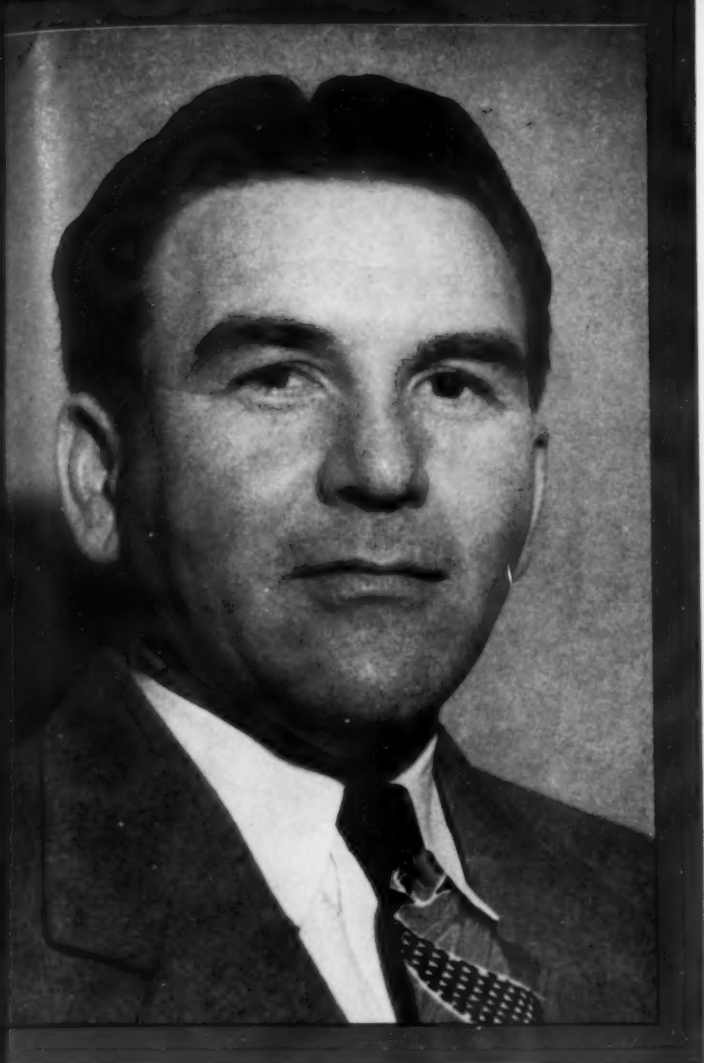
This procedure also helps to solve the problem of the houseowner who wants to match a design or needs a given color note and cannot find anything appropriate among commercial lamps. Rum-maging through second hand stores and antique dealers establishments will usually uncover a vase or old piece of china which meets the requirements. This they bring back to the Felt store, where a lamp is designed to meet their needs.

Sometimes a shade is designed to go with the lamp, but more frequently, this is left to be purchased elsewhere. For the Felts like to tie in with interior decorators, who prefer to do their own shades. Not infrequently another electrical dealer will send his client over for special work, or will himself have a lamp designed. The Felts are glad to handle this work, as well as their regular clientele.

The workmanship which goes into each job is something of which both father and son are proud. Care is taken never to impair the original beauty of the article used. If a pitcher has a design which carries over inside the lip, this is not covered up by the cap, but is carefully left visible, and the cap sunk down into the neck where it does not hide anything. Occasionally a valuable vase will be brought in in fragments. Young Felt has had excellent success in mending such heirlooms and then building them into beautiful lamps. Sturdy but graceful metal standards which do not attempt to pierce the china or marble are sometimes used with statuettes. Vases, pitchers, old lamp bases and the like are drilled and capped with great care. To pierce eggshell china and achieve the sturdy results of a usable lamp is a task as delicate as diamond drilling. Charge to the customer has varied from \$6.50 to \$40 for a finished lamp. *End*

**Sell Cleaners  
in The Home**

THE best place to sell vacuum cleaners is in the home, according to the experience of Curtis E. Christy, head of the small appliance department of Meier & Frank, Portland, Ore., department store. He has found that women will nurse along an old vacuum cleaner and will insist that they do not need another. "Oh yes, I have one." sounds like an unanswerable argument. But when actually seen in the home, it becomes apparent that the old machine is not operating adequately and that new equipment can do a so much better job that the value of the purchase is readily demonstrated. This department store before the war kept about twenty salesmen in the field, working country districts. Customers are frequently brought into the store by price ads and then are interested in better quality models. But Mr. Christy likes to close the sale in the home. *End*



# SELLS ELEVEN *Deepfreeze* HOME FREEZERS IN NINE DAYS!

TRADE-MARK REG. U.S. PAT. OFF.

**Deepfreeze home freezer dealer H. M. McGroarty,  
La Marque Sales Company, La Marque, Texas,  
does big business in small town**

Only 300 people in his town—only three or four thousand in his trading area. But that doesn't bother H. M. McGroarty down in La Marque, Texas. He gets plenty of prospects—makes plenty of sales—as many as 11 Deepfreeze home freezers in only 9 days.

How does he do it? Mr. McGroarty gets business simply by going after it. He advertises in the newspapers—sends out special invitations—draws people to his store to see demonstrations of frozen foods, to watch the new Deepfreeze home freezers in action. And he doesn't stop with getting people into his store. He goes out to public gathering places—gives *group* demonstrations.

### Uses Deepfreeze Selling Aids

Mr. McGroarty gets splendid cooperation from his distributor, J. A. Walsh & Co., Houston, who provide a home economist for special demonstrations. Mr. McGroarty also makes good use of all the proved prospect-getting ideas in his Deepfreeze selling kit. With equal energy, he goes at the job of turning prospects into customers.

And here again, he finds the Deepfreeze selling aids a big help. He uses the interesting illustrated "Visualizer" to sell the need for the product—the "Evaluator" to prove that it pays for itself.

### Has Something to Sell

Summing it all up, Mr. McGroarty owes much of his success to vigorous personal selling. But as he would be the first to point out, *the Deepfreeze home freezer franchise gives him something to sell*—advantages that are available to every Deepfreeze home freezer dealer, and to the Deepfreeze home freezer dealer only.

As a Deepfreeze home freezer dealer, you have the Deepfreeze name and reputation to help you—month-after-month advertising in national magazines—a complete line—real features to demonstrate. And with all this, you get 18 different types of selling aids. Investigate. See your Deepfreeze home freezer distributor or write to us direct—TODAY.

DEEPFREEZE DIVISION • MOTOR PRODUCTS CORPORATION • NORTH CHICAGO, ILLINOIS

A complete range of new models—one for every purse, for every size family.



**De Luxe Model C-10**  
Holds more than 350 pounds of food. Price, delivered and installed—\$449.50



**De Luxe Model C-5**  
Holds more than 168 pounds of food. Price, delivered and installed—\$269.95



**Model B-10**  
Holds more than 350 pounds of food. Price, delivered and installed—\$389.50



**Model B-5**  
Holds more than 168 pounds of food. Price, delivered and installed—\$239.95



**Model B-16**  
Holds more than 560 pounds of food. Price, delivered and installed—\$599.50



**Model A-4**  
Holds more than 125 pounds of food. Price, delivered and installed—\$179.95



...The Living Room...

**BANJO WALL (463W)** Mahogany colored wood case with contrasting panel, brass side brackets and eagle. Retails \$15.75\*



**PILOT WHEEL (456W)** Very effective for mantel or desk, in mahogany with brass trim. Retails \$10.00\*

**TAMBOUR (467W)** Graceful sweeping lines with metal dial and brass feet. Mahogany colored wood case. Retails \$10.50\*



...The Bedroom...



**SQUARE MODERN (453W)** Bird's-eye maple veneer front on mahogany colored case, desk type. Retails \$7.75\*



**SEMI-ROUND DRESSER (454W)** Rich Mahogany colored wood case, with fluted base, metal dial. Retails \$6.85\*



**MANTEL or DRESSER (470W)** Mahogany colored wood case, 8 1/2" wide, 4 3/4" high, attractive metal dial. Retails \$6.25\*



# popular by 3-to-1 margin!

## SESSIONS "Catnapper"

BY AN OVERWHELMING majority of almost three to one, the new Sessions "Catnapper" alarm clock was voted first choice over other most popular nationally-advertised electric alarms, in a recent unbiased poll of housewives!

There's proof of sales pull for you! Proof too, that today's housewife is "clock-wise" to the fine points that make Sessions your best bet for fast turnover...

(1) Sessions sleeps you better because it is quieter, with far fewer moving parts than the ordinary electric clock...

(2) Sessions wakes you pleasanter

because its alarm is a soothing, harmonious bell, not a buzzer!

Furthermore, for your immediate benefit, Sessions clocks are advertised in generous space in such national consumer publications as the *Saturday Evening Post*, *Life*, *Look*, *Collier's*, *Good Housekeeping*, *American Magazine*, *Pathfinder*, *Country Gentleman* and the *Christian Science Monitor Magazine*—a total of almost 15 million advertising messages!

So you can bet that Sessions clocks are not only tops in popularity now, but will stay that way for a long, long time. Better stock up and display popular Sessions Clocks!



\*PRICES PROTECTED UNDER THE FAIR TRADE ACT.

SELLERS FOR...

...The Kitchen...



SQUARE KITCHEN WALL (386W) Decorative wall clock with square dial, white or Chinese red plastic case. Retail \$4.75\*



TEAPOT KITCHEN WALL (339W) Novelty white or Chinese red wall clock with kitchen atmosphere. Very popular. Retail \$4.95\*



ROUND KITCHEN WALL (462W) High visibility wall clock with white enameled metal case. (Available in gleaming chromium slightly higher.) Retail \$4.50\*

# Sessions Clocks

SELF-STARTING • ELECTRIC

"NOT EVEN A PUR-R-R!"



THE SESSIONS CLOCK COMPANY, FORESTVILLE, CONNECTICUT  
The Merchandise Mart, Chicago. The Western Merchandise Mart, San Francisco. Northern Electric Company, Montreal, P. Q., Canada



**IT'S A MIRROR**



**IT'S A WINDOW**



# IT'S SGE'S Magic-Mirror Door

The new SGE line has all the automatic features your customers want, PLUS the original Magic-Mirror Door. A hide-oven mirror turns into a see-oven window at the flick of a switch.

It's magic for sales—magic for display in your window or on your store floor when a flasher in the oven dramatizes the magic in the mirror. On, it's a window. Off, it's a mirror. Get full details now.

## AND SGE HAS ALL THESE FEATURES, TOO

1. Construction to CP standards
2. Complete time and temperature control of ovens
3. Elevated smokeless broiler
4. Condiment set
5. Smart, exclusively designed hardware and accessories
6. One-piece turret top
7. Dual-ring top burners
8. Varied burner layouts. Models for bottled gas, too.



SGE NATIONAL ADVERTISING is telling the MAGIC-MIRROR and quality story in Good Housekeeping and Better Homes & Gardens all through the year — pre-selling your customers.



**ORIOLE · ACORN · VULCAN**  
STANDARD GAS EQUIPMENT CORPORATION  
BAYARD AND HAMBURG STREETS · BALTIMORE 30, MD.



## Check-up on Selling

CONTINUED FROM PAGE 41

customer have a desire to return to the same store. In 31 percent of the cases the shopper reported that he would seek out the same salesman.

### Conclusions Summed Up

In summing up his conclusions, Prof. Reed commented: "A sales training program carefully planned and executed, combined with a cooperative effort on the part of the manufacturer, the wholesaler or jobber and the retailer to modernize their merchandising efforts, seems to be the first and most important step in improving the conditions existing today.

"It should be pointed out that although there was a general belief that merchandising methods and sales ability had struck a new 'low', the survey was not undertaken to prove this point but rather to determine the actual facts as they exist at the present time. This attitude is evidenced by the results of the study, which clearly indicate that in certain respects the appliance salesmen in the city are doing a far better job than might be expected under the circumstances. It proves conclusively however, that there is a great need for improving certain phases of the sales procedure if the appliance industry is to cope with the new sales resistance which is to be encountered in the years to come."

End



"AND WE HAVE VERY PROMPT DELIVERY"

# WHY **MERTLAND** MEANS MORE PROFIT TO YOU



**1** Mertland Automatic Electric Hot Water Heaters are made by men who specialize in making water heaters only.

**2** Complete Line — A size and style for every home. Round models in 10 to 100 gallon sizes; table tops, 35 and 45 gals.

**3** Priced right to build greater volume. Give your customers every major feature at lower cost, make more sales, more profits.

**CHECK THESE FEATURES** for quality, durability, convenience and economy



UL APPROVED.

- Heavy gauge galvanized steel tank, hot dipped. Made and galvanized in Mertland's ultra-modern tank and galvanizing plant.
- Fully automatic, adjustable, snap action temperature control.
- Quick heating immersion type heating unit.
- Working pressure guaranteed 150 lbs. (Tested 300 lbs.)
- Protected from corrosion by Mertland Magnesium Anodic Rod (optional equipment).
- Thick, blanket type Fiberglass insulation all around tank.
- Eight coats of white enamel baked on heavy steel jacket.
- Inlet baffle evenly distributes incoming water.
- Heavy gauge copper wiring.
- Internal heat trap prevents hot water circulation through house system except when drawn. Saves fuel.
- Wattages and voltages to your specifications. Can be furnished wired for limited demand.
- Black base conceals mop marks; flush to floor.

• There is a wholesaler near you who will be glad to give you the facts about Mertland. On request, we will be glad to give you his name and address.



## AUTOMATIC ELECTRIC HOT WATER HEATERS

Specialized experience in making only hot water heaters, gives you the Mertland line . . . the line that means greater profit from extra volume because prices are right on a product that is RIGHT.

**M. M. HEDGES MANUFACTURING Co., Inc.**  
CHATTANOOGA, TENNESSEE

WATER HEATER SPECIALISTS

More Frigidaire Refrigerators  
serve in more American Homes  
than any other make

# AND NOW...

## 3 Great New



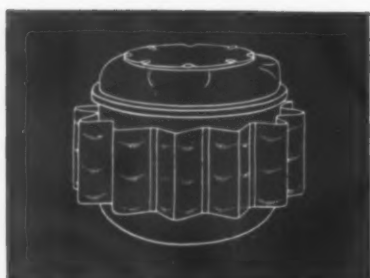
1.

**FRIGIDAIRE COLD-WALL IMPERIAL**—A great new combination refrigerator and home freezer. Upper door opens to a Locker-Top for freezing foods, for keeping up to 70 lbs. of frozen foods safe for months. Lower door opens to a Super-Moist Cold-Wall Refrigerator which will guard foods' flavor, freshness, appearance days longer—by Frigidaire's famous Cold-Wall method. 10 cu. ft. size.



2.

**FRIGIDAIRE MASTER MODELS**—featured by maximum storage room, generous freezer space, maximum value. Offer up to 50% more room for food storage in the same kitchen space! Lots of "bottle" room; ample shelf space; large glass-topped Hydrators. Quickube Ice Trays—as in all Frigidaire models. New smart-looking flat top, handy as an extra kitchen shelf. Four sizes: 6, 7, 9, 11 cu. ft.



### IN ALL MODELS—FAMOUS METER-MISER

The simplest cold-making mechanism ever built—and one of the greatest sales-producers the industry has ever known!



# Not 1... Not 2... But Frigidaire Refrigerators

**TO WIN MORE SALES THAN EVER**

## **9 NEW MODELS—A TYPE AND SIZE FOR EVERY PROSPECT**

Once again Frigidaire has acted to perform a practical, useful service to the buying public. And, by so doing, has placed important selling advantages in the hands of Frigidaire dealers.

For this year Frigidaire introduces a great new line that embraces three different types of refrigerators ranging from 6 to 11 cu. ft. in size. Nine new models in all — so that *every family* may choose exactly what is needed for its own particular requirements.

Frigidaire is proud to offer the American public a *complete choice* in refrigerators—types as well as sizes. And is proud, too, of having once more made good its pledge to all holders of the Frigidaire franchise—“*You can depend on Frigidaire to do things right!*”



# 3.

**FRIGIDAIRE DE LUXE MODELS**—for families that want everything the Master offers, *plus* (1) full-width Super-Freezer Chest which gives more space, lower temperatures for longer storage of frozen foods; (2) large food compartment, cooled partly by gentle diffusion of cold air from Super-Freezer—partly by cooling coils concealed in back and bottom of cabinet. Result: Less air circulation to dry out foods. Sizes: 7, 9, 11 cu. ft.

**YOU'RE TWICE AS SURE WITH TWO GREAT NAMES**

# FRIGIDAIRE

**MADE ONLY BY**

# GENERAL MOTORS

# IMMEDIATE SHIPMENT



on Dayton shallow well systems, jet pump systems, water softeners and cellar drainers (sump pumps). Why not place your orders **RIGHT NOW?**

# Dayton

*Water Systems*

SEND FOR IT TODAY!

THE DAYTON PUMP & MFG. CO.  
DAYTON 1, OHIO

Please send me new Dayton Catalog No. 48 and Price List W-48

NAME \_\_\_\_\_  
ADDRESS \_\_\_\_\_  
CITY \_\_\_\_\_ STATE \_\_\_\_\_



## "Sleeping Comfort" For \$2 A Year In Chicago

**Commonwealth Edison Co. tests best sales appeal on electric blankets**

By Martha M. Alexander

IT is very easy to blunder in telling a sales story to a housewife and have her slap you down into the price basement. Say "roaster" and she classifies you among the \$5 pots and pans; utter the word "sweeper" and she thinks of broom and dustpan; mention "electric blanket" and she replies, "Na-a-a-hh, we've got a closet full of blankets."

The experts use a \$2 word in classifying this impression. They call it *apperception*.

Rosy colored as have been the magazine advertisements of the electric blanket, this new appliance has been slow in having its trial by fire, slow in being shaken down by real selling to discover the component appeals that actually move the goods.

### An "Off the Peak" Product

Of national interest, therefore, has been the study made over the last year and a quarter by the Commonwealth Edison Co. of Chicago on this product. The sixty salesmen of the utility have been giving this off-the-peak load builder closer attention in recent months. Under the guidance of vice-president William T. Reace, merchandise manager, and W. R. Cannon a dossier has been compiled which will be of considerable importance to future campaigns for both the utility and Chicago dealers.

While the 12 months of 1947 saw only 1,900 blankets moved, this was partly due to the late start in the year. In December, the gift month, 500 were

sold. With colder weather, improved sales techniques and an advertising promotion backing up the health and comfort idea, January, 1948, came up with 600 sales, topped by 931 in February. March, with warmer weather, brought in some 300 deals.

### 12 to 50 Sales Per Man Monthly

The boys who rang the doorbells found they could move from 12 to 50 per man per month. Now they wouldn't get rich on that, but remember this was a trial proposition, and the men were breaking the ice for the future. Newspaper, billboards, street car cards and direct mail paved their way and the men chose good neighborhoods, but it was all new.

Here is what was discovered:

An "electric blanket" approach got a quick reaction from the housewife, who immediately classified the proposition as just another blanket. "Electric sleeping comfort," with the blanket shielded from view until the spiel was given, was much better. Some folks were curious as to how a blanket can be "electric" but the sleep approach turned out to be best.

Stemming out from ten districts, the men carried their sample cases into 7 to 10 households daily. With the possibility of having the blanket put on the electric bill, 20 percent down, \$2 monthly, with 15 months to pay out, the terms were not too much of an obstacle in the low salaried group. Here is how the prospects classified:

(Continued on page 96)

FOR FAST-SELLING,  
COMFORT-CONTROL  
SPECIALTIES...

*get a load of these!*

... and you'll want a load of these, too, because the ALL NEW MIMAR LINE is a pace-setter for profits the year round. Read these facts about MIMAR performance—then call, write or telegraph for an in-your-shop demonstration. It only takes a few minutes.



#### MIMAR SUPER AIR FLOW (Model #312-R)

Hot or cold air circulator for summer or winter. Twelve-inch fan with overlapping blades operates at a whisper... has low, high and intermediate speeds. This model delivers up to 1200 cu. ft. of cooling air per minute. For heating, fan slows down to 600 r.p.m. and coils produce 5400 B.T.U.'s of circulating warmth per hour. Guaranteed.



#### MIMAR DELUXE (Model #212-A)

It's a summer fan and winter heater in one space-saving unit. Summer fan operates at 2000 r.p.m. Eight-inch overlapping blades produce a mass of cooling, circulating air. Change-over to cold weather comfort-control is accomplished by a simple flick of the switch. MIMAR Deluxe heater coils give more warmth per hour than any other air circulator—regardless of price. When used as a heater, fan speed is automatically reduced. Unit is tiltable... can be directed wherever air flow is desired. Guaranteed.



#### MIMAR SENIOR (Model #116-C)

The Senior is exclusively a heater. It is thoroughly unique because it produces two concentrations of heat from the same coils—warm and warmer. This MIMAR model is really two heaters in one. Case never gets hot because fan draws air over the glowing coils and distributes the heat throughout the room. Guaranteed.

**MIMAR PRODUCTS, INC. • BROOKLYN 5, NEW YORK**  
EL MONTE, CALIFORNIA • CHICAGO, ILLINOIS



*more telling  
means more selling*

Separate links . . . forged together . . . form a chain.

Separate ads . . . forged together . . . form a campaign.

Just as each added link extends the reach of the chain . . .  
each new ad extends the reach of the advertising campaign.

The same amount of money can place more advertisements  
in Collier's than in either of the other "Big 3" weeklies.

# You can buy





**more  
continuity**

**... in Collier's**

the "NEW LOOK" for the garden

...and NEW PROFITS for you!

FAST SELLING

retails at just \$5.00 less bulb

ANYONE CAN INSTALL!

Here is a new form of garden lighting that brings glowing nighttime beauty to the garden and new profits to you! Sensationally new FLORALITE lights rose bushes, hedges, evergreens, pathways. Dozens of uses around every home! Simple to install, just plug into any electrical outlet. A single FLORALITE sale is bound to bring additional sales because unit after unit can be added. FLORALITE'S amber color does not attract insects! Height 24", plus 8" push-in-ground base. Complete with approved weather-proof cord.

**NATIONAL ADVERTISING** ... Sensational campaign to millions of families is creating a big demand for FLORALITE. Look for these sales-getting ads in—Saturday Evening Post, Better Homes & Gardens, The Home Garden, Flower Grower, Popular Mechanics Magazine, etc.

**FREE! FLORALITE STORE DISPLAYS, COLORFUL FOLDERS, NEWSPAPER MATS!**



Free, electric-lighted store display designed to exhibit an actual FLORALITE unit in operation will be furnished with first orders! Beautiful illustrated 3-color folders are supplied for counter pick-up use or for mailing to your customers! Free newspaper mats in one, two and three columns sizes are supplied for your local newspaper advertising!



MAIL COUPON TODAY!

**STEBER MFG. CO.**

Dept. 86, Maywood, Illinois

Please ship through my jobber as follows:

\_\_\_\_\_ FLORALITE Garden Lighting Units

\_\_\_\_\_ FLORALITE Free Folders

Point-of-Sale Display  Newspaper Mats

Please send more information!

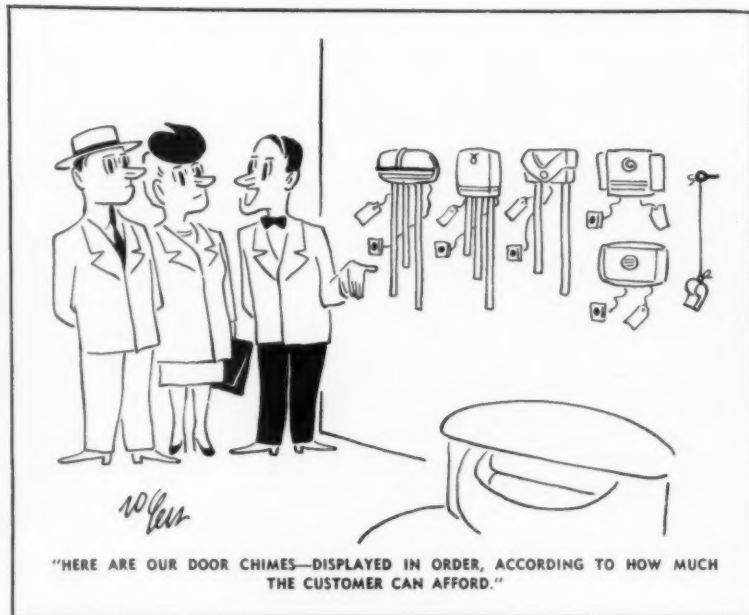
Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_

Jobber's Name \_\_\_\_\_

Sold by electrical wholesalers, hardware jobbers, florists' supply houses.



"Sleeping Comfort" in Chicago

CONTINUED FROM PAGE 92

1. The gold coast upper class didn't turn out to be the best market for blankets. Reason: Too hard to bypass the maid and put on a pitch to the lady of the house.

2. In the apartment house with central heat, the best sales appeal was based on uniformity of warmth when the janitor shuts things off for the night.

Personal Comfort for \$2 a Year

3. In the stove heated houses folks knew how icy the bed and floors got, and liked the idea of snuggling between warm sheets. For seven months of the year, between 10 and early morning, personal comfort could be had for an operating cost of \$2 a year. This put the deal in the bargain class.

4. Young married couples were easiest to sell, as they liked fresh air, liked the warmth of the blanket, and understood it was easy to store in summer.

5. Old folks were hard to sell, had enough blankets, but here the therapeutic slant, plus the pangs of arthritis and muscular ailments which responded to the soothing effect of warmth, made them respond to the appeal to "sleep comfortable." Once sold, this group was found to be the most enthusiastic of all. Here, too, the dual control blanket was popular even though higher priced, giving the old couple individual choice of temperatures while snoozing.

6. Women liked the choice of colors—rose, blue, green and cedar—and the light weight of the blanket. For some reason rose proved to be the most popular in Chicago. They liked the easy laundering story.

7. It was a good idea for the salesmen to carry a list of users and "use the user" where possible. Where the demonstration got a cool reception, an invitation to step to the phone and ask the woman who owns one often proved irresistible.

8. People were found who had been given blankets as gifts and had never used them. Salesmen encouraged them

to tear off the wrappings and give them a workout, experimenting with the dial to discover what degree was best suited to personal comfort.

Sales Resistance Points

While it was easiest to sell blankets in zero weather, it was possible to point out that unexpected drops in temperature occur, and it was nice to be able to pull that blanket off the shelf. Points of greatest sales resistance were:

1. Have enough blankets. The even warmth and less weight story can be told here.

2. House is warm enough. Few places have uniform heat 24 hours a day, and it's always coldest just before dawn.

3. Too expensive compared to other blankets. The average wool blanket costs \$6 to \$25 today, and there's no guarantee of sufficient warmth.

4. Fear of sleeping under an electric blanket. Some 10 to 15 percent of the prospects bring this up. Inasmuch as the Underwriters Laboratories have approved of the blanket, it is safe; in isolated cases it might scorch slightly, but there is no chance of burns.

Returns Impossible in Illinois

All sales had to be bona fide, as bedding cannot be returned or resold in Illinois, and this does away with "leave on trial" requests. While one manufacturer did permit ten days' trial, with return if dissatisfied, the sale had to be genuine. Few were returned after use through a cold night.

Advertising promotion paved the way with slogans like, "Warmth without Weight"; "Washes like an ordinary blanket"; "Full year guarantee"; "Get into a cozy bed"; "Adjusts itself to temperature changes"; "Automatic electronic control, never too cool or too warm"; and "It's always beauty sleep with an electric blanket."

General Electric, Westinghouse and Simmons blankets were sold during the campaign. *End*

**In YOUR STORE—  
push these brands advertised  
in the June Journal!**

Apex Household Appliances  
Arvin Electrical Home Appliances  
Crosley Appliances  
Dexter Twin Tub  
Frigidaire Refrigerators  
G-E Irons  
G-E Refrigerators  
Hoover Cleaners  
Hotpoint Refrigerators  
K-M Home Electrical Appliances  
L & H Electric Water Heater  
Nesco Ware & Nesco Electrical Products  
Norge Products  
Philco Freezer  
Philco Refrigerator  
Presteline Electric Ranges  
Proctor Iron  
Simplex Ironers  
Speed Queen Washers and Ironers  
Voss Washers  
Westinghouse Electric Home Appliances  
Yale Tip Toe Iron  
Zenith Radio-Phonograph

The JOURNAL carries MORE Electrical Appliance  
advertising per issue than any other magazine!

**47.2%** of your women customers read the Journal—see the  
advertising of electrical appliances you sell to them in... *Ladies' Home*

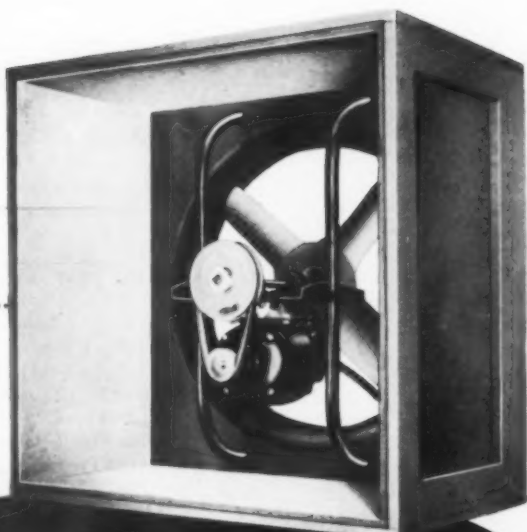
*Journal*

**BOUGHT BY NEARLY A MILLION MORE WOMEN THAN ANY OTHER MAGAZINE!\***

\*Monthly OR weekly, with audited circulation.

**ATTIC FANS**  
 Packaged in sound-proofed housing, ready for installation. 24", 30", 36", 42", 48" sizes. "V" belt motor driven.

**PANEL FANS**  
 (not illustrated)  
 Direct or "V" belt motor driven. 16", 18", 20", 24", 30", 36", 42", 48".



**FAN-PAC PROSPECTS  
 WAITING FOR YOU!**



**FAN-PAC CONSUMER ADVERTISING  
 PRODUCES DELUGE OF INQUIRIES**

We're swamped with inquiries from FAN-PAC's powerful consumer advertising campaign. So, there are hundreds of prospects waiting for dealers to estimate and quote on FAN-PAC "Packaged Ventilation".

**THESE INQUIRIES . . . THESE PROSPECTS . . .**

**THESE SALES CAN BE YOURS!**

There are still a good number of FAN-PAC dealerships open. Here's your chance to get aboard the FAN-PAC bandwagon! Get 'em while they're red hot! Just fill in and mail the coupon below. It's a sure-fire, profitable operation — act today!

**HERE'S  
 WHAT  
 HELPS  
 SELL  
 FAN-  
 PAC**

- NATIONAL ADVERTISING
- DEALERS' LOCAL NEWSPAPER ADS
- SPECIAL DEALER HELPS (including 12-page catalog, technical bulletins, colorful folders.)

**FAN-PAC**

AMERICAN MACHINE AND METALS, INC.  
 EAST MOLINE, ILLINOIS

**MAIL TODAY**

FAN-PAC, Dept. E,  
 AMERICAN MACHINE AND METALS, INC., East Moline, Illinois  
 Without obligation, please rush latest FAN-PAC prices, discounts and catalog.

Firm Name \_\_\_\_\_  
 Address \_\_\_\_\_  
 City & Zone \_\_\_\_\_ State \_\_\_\_\_  
 Your Name \_\_\_\_\_

**American Central's Golden Jubilee**



DISTRIBUTORS from all parts of the nation poured through the gates of the Connersville, Ind., plant of the American Central Division of Avco Mfg. Co. to take part in the company's recent Golden Jubilee Convention.

**Hard Drinking Youth**



YOUNG FLORIDIANS stood in line at the display booth of Ronald D. Gray, district sales manager of the Ebco Mfg. Co., during the recent Florida State Fair in Tampa to get a drink of water. This one oasis water cooler served approximately 7,500 persons on School Day at the fair alone.

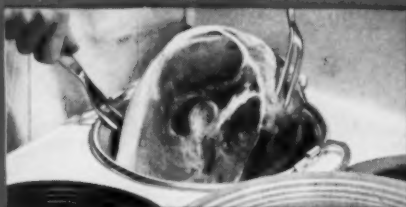
**No More Cold Baths**



STAGGERING under the weight of a new Rheem water heater, William R. Rice, one of five veterans building homes in the Chicago area who got water heaters free from the Rheem Mfg. Co. for appearing daily at the recent Natl. Home Builders convention, promises his family that there'll be no more cold baths.



For real "buttery flavor" try corn on the cob roasted the "Deep-Heet" way with or without butter. Cooker holds 8 to 10 ears.



A seven-pound portion of lean steaks is a delicious, juicy tenderness . . . so tender you can cut it with your fork.



Ideal for preparing delicious chili, soups, and stews. No stirring needed. "Side-Heet" prevents foods from sticking.



When two slices of spare ribs are used, form against sides of cooker and brown. Add sweetbread or noodles and bake on "LO". Different? Yes, but good!



Because the heat is "wrapped" around the food, this cooker is actually a small oven. Yes, it even bakes an angel food cake . . . right size for one meal!

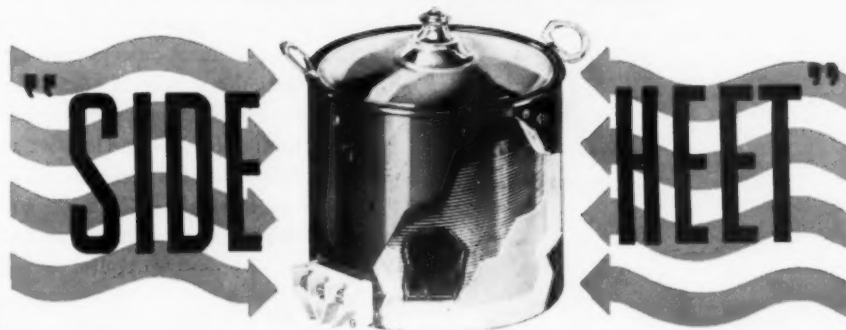


Try baked pork chops standing on edge against sides of the pre-heated cooker. Fill cooker with small whole onions. It's delicious! And oh, how tender!

THE MONARCH "DEEP-HEET" COOKER IS

# DIFFERENT

because it has



MOST electric cookers have *bottom* heat only. And there's a big difference. The Monarch "Deep-Heet" Cooker is virtually a surface oven. It bakes, not stews. Foods do not stick to bottom. Gravies are always golden brown. Meats fall off the bone. Even cakes are delicious (see above). If you sell Monarch Electric Ranges, *talk* these things—sell foods, meals, better cooking, easier cooking, economy. Be specific. Use Monarch literature, sales charts and the cook book to point out how the Monarch Electric with its exclusive "Deep-Heet" Cooker will make Mrs. Customer a *better cook*.  
**MONARCH MALLEABLE RANGE CO., 3868 Lake St., Beaver Dam, Wis.**

# Monarch

ELECTRIC

Standard "Deep-heet" equipment on Models F56P and F156P.



# LYON

## STEEL KITCHEN CABINETS



To carry this seal a cabinet *must* meet quality standards — of construction, operation and finish — based on laboratory tests that equal 20 years of use.



**New LYON Ironing Table**  
**Immediate Delivery** Today we can make good deliveries on this fast-selling item. Light, strong, convenient to open and close — has steel understructure and wood top. Get your order in now. Dealer's net price—F.O.B. Factory \$4.26 each.

● As a LYON retailer, you can offer your customers virtually "custom-built kitchens from a package line." Certainly every LYON item is of finest custom-built quality.

When the supply of steel allows us to take full advantage of our production capacity, we will have more of these highly profitable cabinets to offer retailers. Meanwhile . . .

Some dealers have found it possible to furnish us with cabinet steel — 22 gauge cold-rolled. In such cases we will buy the steel from you and ship kitchen cabinets promptly — pound for pound — at regular published prices.

## LYON METAL PRODUCTS, INC.

General Offices: 621 Monroe Ave., Aurora, Ill.

Branches and Dealers in All Principal Cities

### A PARTIAL LIST OF LYON PRODUCTS

- Shelving
- Lockers
- Wood Working Benches
- Economy Locker Racks
- Kitchen Cabinets
- Display Equipment
- Hanging Cabinets
- Welding Benches
- Filing Cabinets
- Cabinet Benches
- Folding Chairs
- Drawing Tables
- Storage Cabinets
- Bench Drawers
- Work Benches
- Drawer Units
- Conveyors
- Shop Boxes
- Bar Racks
- Bin Units
- Tool Stands
- Service Carts
- Hopper Bins
- Parts Cases
- Flat Drawer Files
- Tool Trays
- Desks
- Stools
- Tool Boxes
- Sorting Files
- Ironing Tables

## Scheduled Meetings

### INST. OF COOKING & HEATING APPLIANCE MFRS.

Mid-Year Convention  
Netherland Plaza Hotel, Cincinnati, Ohio  
June 7-9

### VACUUM CLEANER MFRS. ASSN.

Hotel Cleveland, Cleveland, Ohio  
June 11

### RADIO MFRS. ASSN.

24th Annual Meeting  
Hotel Stevens, Chicago, Ill.  
June 14-17

### RADIO MFRS. ASSN. OF CANADA

Annual Meeting  
Royal York Hotel, Toronto, Ont., Canada  
June 15

### STOKER MFRS. ASSN.

Business Conference  
Edgewater Beach Hotel, Chicago, Ill.  
June 18

### ASSOCIATED POT & KETTLE CLUBS

Annual Meeting  
Harrison Hot Springs, British Columbia  
June 21-23

### CHICAGO SUMMER MARKETS

Merchandise and Furniture Marts,  
Chicago, Ill.  
July 5-17

### FLUORESCENT LIGHTING ASSN. SHOW, STORE MODERNIZATION SHOW

Grand Central Palace, N. Y., N. Y.  
July 6-10

### NATL. ELECTRICAL RETAILERS ASSN.

Mid-Year Leadership Conference  
Sheraton Hotel, Chicago, Ill.  
July 11-13

### AMERICAN WASHER & IRONER MFRS. ASSN.

Summer Meeting  
Grand Hotel, Mackinac Island, Mich.  
July 15-17

### WESTERN SUMMER MARKET

Western Merchandise Mart, San Francisco, Calif.  
August 2-7

### 1ST ANNUAL ALL-ELECTRICAL EXPOSITION

So. Calif. Radio & Elect. Appliance Assn.  
Pan Pacific Auditorium, Los Angeles, Calif.  
August 20-29

## Teleset Output Jumps 45% in March, Pacing Industry-Wide Sales Gains

**Small washers hit 40,038. Refrigerators make 18% gain, water heaters 16%. Vacuum cleaner sales total 355,000. Ironers increase 3.9%.**

A 45.27 percent gain in the production of television receivers paced industry wide gains in virtually all types of domestic electrical appliances reported for the month of March by various manufacturers' associations.

Television output during the third month totaled 52,137 receivers as compared with 35,889 in February and 30,001 in January, according to the Radio Mfrs. Assn. In March of 1947 the industry turned out only 6,639 telesets. Total 1948 first quarter production of television receivers was 118,027.

Radio receivers of all types made an 18 percent gain from February totals of 1,379,605 sets to 1,633,435 in March, says RMA. March, 1947 sales were 1,377,269. Total sales for the first quarter of this year were 4,352,296.

FM-AM radio receivers increased their March sales 14.62 percent over February, totalling 161,185 as compared with 140,629 in the previous month. Total for the first quarter, 366,980, more than double the 1947 first quarter figure of 172,176.

### Small Washers Recover

Second in the race for increasing sales and production were small washers, three pounds or less capacity, which recovered from a February low of 32,312 with a 23.91 percent gain to 40,038 in March, as reported by the American Washer & Ironer Mfrs. Assn. In March of 1947 the industry sold 47,000 small washers, nearly 7,000 more than were moved in the third month of this year.

Standard-size washing machines, both electric and gas engine, were sold in March to a total of 398,298, 10.63 percent more than the February figure of 360,029, according to the washer group. March, 1947 sales were 290,397 while first quarter sales for that year were 805,241, way below this year's figure of 1,116,772.

Refrigerators showed an 18 percent gain, climbing from a February figure of 301,802 to 356,150 in March, according to NEMA. During March last year the industry was only able to get enough steel to make and sell 246,029

units, achieving a first quarter total of 636,155, substantially less than the 1948 first quarter figure of 942,678.

### Ranges Show Gain

A substantial 22.05 percent gain was chalked up by electric ranges: 128,891 were sold in March of this year as compared with 105,602 in February and with 80,511 in March, 1947. Total first quarter 1948 sales were 339,323, according to the National Electrical Mfrs. Assn.

### Cleaners Jump 14%

A total of 970,615 vacuum cleaners were sold during the first three months of the year, says the Vacuum Cleaner Mfrs. Assn., which points out that the March total of 355,000 was 14 percent greater than February's figure of 311,-

342. The industry sold 314,852 cleaners in March last year and 846,605 in the whole first quarter.

Automatic storage type water heaters made a 16 percent increase with 65,798 units merchandised in March as compared with 56,576 in February. During March last year the industry sold 72,488, says NEMA and totalled 186,907 in the first quarter, more than the 177,381 sales achieved in the same period this year.

### Roasters, Ironers Gain

NEMA reports that its members' roaster sales were 48,660 in March, 5.31 percent greater than the February figure of 46,205. First quarter total was 133,469 as compared with 78,275 for the first quarter last year.

Electric Ironers, reported by the American Washer and Ironer Mfrs. Assn., attained a 3.94 percent gain with a March figure of 53,686 as compared with 51,651 in February. March sales last year were 42,442. First quarter 1948 total was 145,529, compared with 113,190 sold in the first three months of 1947.



# New Shortages May Plague Industry, Cosgrove Tells NEWA 40th Convention

**Outlines potentials for radio, video, appliances. Mann reiterates necessity of demonstrations; asks selling "crusade."**

"The present and future of the radio, television and appliance businesses covers a lot of ground. And some of the footing is not so secure," said R. C. Cosgrove, keynoting his speech to the appliance division of the National Electrical Wholesalers Assn., meeting in Buffalo, N. Y., early in May for its 40th Anniversary Convention.

Mr. Cosgrove, vice-president of Avco Mfg. Corp. and general manager of its Crosley Division, told his audience of distributors that "the future is not so clear as it was three months ago," and foresaw possible new shortages of consumer goods later in the year as a result of the nation's intensified defense program. He pointed to the difficult international situation, a possible shortage of sheet steel, and the present return to competitive conditions as all factors which tend to obscure the future picture.

### "We Are Very Competitive"

"One broad observation applies to us all," he said. "The time has come when competition is with us, in capital letters . . . I am speaking of competition between industries for the consumer's dollar . . . And this kind of competition is just as healthy as competition within an industry." This competition, he said, is becoming more intensified by more and more evidence of limited ability to buy, although the national income has risen. The appliance industry, he added, is in a good competitive position with other industries: "We have products that people need . . . From the price standpoint we are very competitive."

Dealing first with the potential of the radio industry, Mr. Cosgrove declared that "there is a tendency . . . to underestimate the continuing sales potential." More than 31,000,000 radios



**R. C. COSGROVE:** "The footing is not so secure, the future is not so clear."

were produced since the end of the war, he said, and over half of them were made in 1947 alone. Any business with such a universal appeal, he declared, cannot be called saturated. "To the contrary, [it] should constantly provide a ripe market if it is a turnover business, and radio definitely is a turnover market." To prove his point, Mr. Cosgrove declared that there are thousands of radios which should be replaced, that there are hundreds of thousands of new homes being established this year, together with about 1,500,000 marriages—all creating radio markets. Real sales effort, he said, will move the 14,000,000 radios expected to be produced in 1948.

Speaking of appliances, Mr. Cosgrove said, "We are moving into a definite buyer's market. The situation here, however, is not closely akin to radio. Even the most popular appli-

ances have not yet reached such universal use. Consequently, in addition to replacement, we are concerned with tens of millions of potential new users of a greater variety of electric appliances."

### More in '48?

"The home freezer field," he declared, "is virtually untouched," and it should become one of the most popular of household items. Production for most appliances during 1947 was substantial, way beyond pre-war figures. Increasing demand, he said, will come from new users of electricity, and a substantial export trade. He declared, however, that the time for salesmanship is now, and put particular emphasis on improvement of in-store promotions. Barring material shortages, he said, the appliance industry in 1948 should out-produce 1947.

"Television," he said, continuing into the third phase of his speech, "will far outstrip radio and will still be climbing rapidly when appliances level off." He cited the growth of television stations, the rapid expansion of the industry, improving programs, as aids to progress, but denied that television is experiencing a boom, but, rather, "a logical and stable expansion. Barring emergencies, television for years to come will be a steadily growing, big business." He warned against exploitation of television and asked industry in general not to cut costs by cutting quality.

"If sales in the radio-television industry this year reach the one-billion-dollar mark for the first time—and if we get the materials, this is very possible—television sales will contribute at least 250 million dollars to that total." Mr. Cosgrove added that within five years he expects to see television become a billion dollar industry.

In conclusion, Mr. Cosgrove appealed to the wholesalers to "keep our heads" in the event of a return to a seller's market as result of material shortages, increased public spending power and tax reduction. "I believe one of the most important things we can do at this convention . . . is to rededicate ourselves to the maintenance of rigidly high standards of sales relationships with the public, come what may."

### "Only One Way to Sell"

Speaking on the last day of the convention, Hammond U. Mann, president of the Chicago distributorship bearing his name, reiterated the necessity of demonstrating in order to sell appliances. "There is," he said, "only one way to sell the typical electrical specialty in volume, and that is by effective demonstration." The specialty item is mute and inarticulate, said Mr. Mann, until some salesman establishes the need for it and demonstrates it. Intelligent demonstrations, he added, are all too few.

As a solution, Mr. Mann proposed an educational selling crusade. This would include the cooperative activities of manufacturers, trade associations,



**H. U. MANN:** "This must be a crusade."

and distributors. "A definite program," he said, "must be created, enlisting the aid of every institution which profits from the successful functioning of the electric appliance industry." He recommended the formation of a joint committee which would create a merchandise plan which would (1) educate dealers in the necessity for improving present distribution methods, (2) publicize the industry to potential sales people, (3) publicize and improve programs for proper selection of sales people and their training, and (4) disseminate information to dealers on proper methods of compensation, handling time payments, service, and other factors necessary to a strong dealer industry.

"Now is the time to do this job, while the momentum of current business is still a live force," said Mr. Mann. "This must be a crusade. . ."

Selling price must soon control cost instead of cost controlling selling price, George F. Kindley, 1947-48 chairman of NEWA's appliance division, told members of the association.

"As consumer buying power decreases and as buyers become more selective in their purchasing, it will be necessary for manufacturers to produce more heavily in the lower price end of their lines. . . . If full use is to be made of the greatly increased production capacity of our appliance and radio factories, our manufacturers must face this situation. If we are to perform our function . . . we must be supplied the appliances and radios in the price range and with the quality consumers will buy and can pay for."

### Other Speakers

Meetings of the association's appliance division were held on the last two days of the convention. George F. Kindley, chairman of the division, made his report at the meeting addressed by R. C. Cosgrove. Panel discussions on the same today were presided over by W. G. Peirce, Jr., of Peirce-Phelps, Philadelphia. Representing committees at this discussion were Henry Czech, K. G. Gillespie, C. A. D'Elia, and F. E. Stern. A second panel discussion was under the chairmanship of Benjamin Gross, of Gross Distributors, New York, and included Harry Alter, J. A. Vassar, L. P. Kefgan, and L. J. Mulhall. Other speakers at the convention included E. B. Ingraham, president of NEWA, J. M. McKibbin, assistant to the vice-president of Westinghouse, L. E. Osborne, vice-president of Westinghouse.



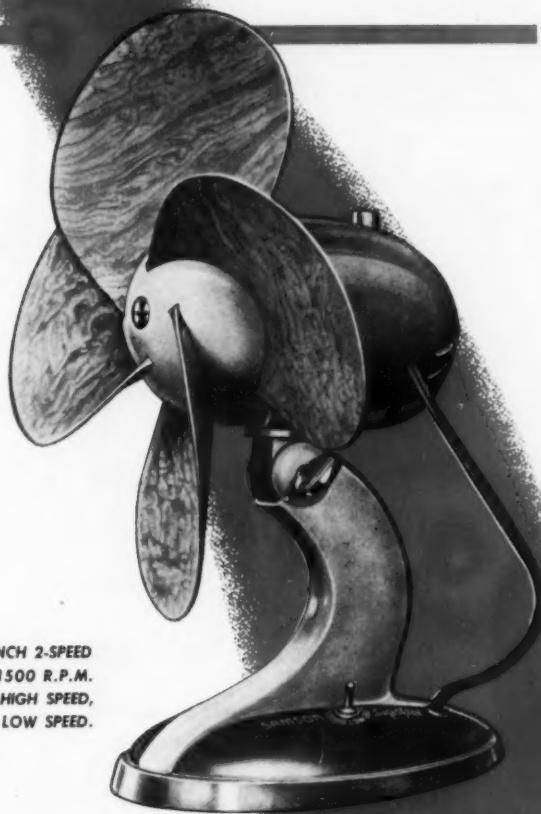
**E. B. INGRAHAM** (center), president of New York's Times Appliance Co., was re-elected president of the National Electrical Wholesalers Assn. at the recent 40th Anniversary Convention in Buffalo. **W. G. Peirce, Jr.** (left), president of Peirce-Phelps, Inc., Philadelphia, was elected vice-president and chairman of the appliance division, succeeding George F. Kindley. **D. M. Salsbury** (right), president of Westinghouse Electric Supply, was re-elected vice-president and chairman of the apparatus and supply division.



One Quality \* One Value \* The BEST!

ORIGINAL PATENTED  
**RUBBER BLADED**  
**SAMSON**  
*Safe-flex* **FAN**

Compare it with competition's finest,  
 and you'll find that a Samson Safe-flex  
 has more of everything than any other  
 fan. That's because Samson offers one  
 quality and one value . . . the BEST!



NO. 1244-N 12-INCH 2-SPEED  
 OSCILLATING. 1500 R.P.M.  
 950 C.F.M. ON HIGH SPEED,  
 800 C.F.M. ON LOW SPEED.



NO. 1046-N 10-INCH OSCIL-  
 LATING. 1500 R.P.M.  
 700 C.F.M.

**BETTER...**  
*by Design!*

**UNBIASED TESTS** prove that the Samson Safe-flex is **FIRST** in performance. In fact, it delivers up to **TWICE** as much air as fans of comparable size. And, of course, no other fan offers the absolute **safety** of its flexible rubber blades that need no ugly guard. Modern flowing lines, whisper-soft operation, and sturdy, long-life construction add buy-appeal to this utterly different fan that's perfect for all the family.

For better fan business and better profits, push Samson Safe-flex—the fan that's **BETTER... by Design!** And remember... every Samson Safe-flex is

**Showboxed TO SELL!**



**SAMSON UNITED CORPORATION**  
 ROCHESTER 10, N. Y.

*Samson United of Canada, Limited, Toronto*

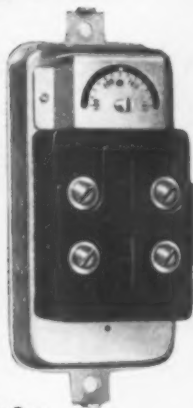


# TWIN CONTACTS

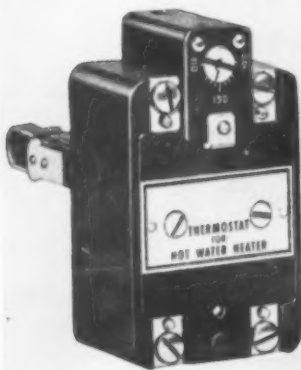
... the Perfex **EXTRA**

## in CONTROLS

for  
**Electric Water Heaters**



Surface Type  
Series 532



Immersion Type  
Series 652

Here's what  
**TWIN CONTACTS... the  
Perfex EXTRA means:**

Double action . . . double satisfaction . . . double dependability . . . double safety factor . . . double assurance of positive, unfailing performance these are what **TWIN CONTACTS . . . the EXTRA in Perfex Controls . . . mean to you.**

Only Perfex gives you **TWIN CONTACTS**. Only Twin Contacts give you *positive* contact which means *positive* performance . . . *two* rugged contacts to carry the load instead of one.

Perfex stands ready to meet all requirements of the electric water heater industry. Many leading manufacturers are capitalizing on the Perfex **EXTRA** and have standardized on Perfex **TWIN CONTACT** Controls as an assurance of real customer and dealer satisfaction.

Write today for full details

**PERFEX CORPORATION, MILWAUKEE 7, WISCONSIN**  
IN CANADA, PERFEX CONTROLS, LTD., TORONTO 1, ONTARIO

Over a Half Million in Use!

# PERFEX

TWIN CONTACT CONTROLS

MANUFACTURERS OF AUTOMATIC CONTROLS BEARING THE TRADE MARK NAMES OF LEADING PRODUCERS OF AUTOMATIC HEATING SYSTEMS AND APPLIANCES

## Statistical Summary of 1948 Appliance Sales

### COFFEE MAKERS, POTS & URNS—Metal & Glass (NEMA Member Sales, Not Industry)

	1941	1947	1948
January.....		51,202	57,031
February.....		72,431	68,295
March.....		112,785	70,453
First Quarter.....		236,418	195,779

### HEATERS, Convecter & Radiant (NEMA Member Sales, Not Industry)

January.....	112,278	72,433
February.....	107,047	54,659
March.....	131,858	24,955
First Quarter.....	351,183	152,047

### HEATING PADS (NEMA Member Sales, Not Industry)

January.....	97,593	45,350
February.....	121,273	41,160
March.....	111,454	27,538
First Quarter.....	330,320	114,048

### HOTPLATES & STOVES (NEMA Member Sales, Not Industry)

January.....	67,857	42,119
February.....	75,579	40,088
March.....	68,180	40,394
First Quarter.....	211,616	122,601

### IRONERS (Industry Estimate by American Washer & Ironer Mfrs. Assn.)

January.....	20,986	31,509	40,192
February.....	20,492	39,239	51,651
March.....	17,176	42,442	53,686
First Quarter.....	58,654	113,190	145,529

### IRONS (NEMA Member Sales, Not Industry)

January.....	112,468	397,119	333,259
February.....	146,751	543,238	513,060
March.....	201,843	553,696	436,517
First Quarter.....	461,062	1,494,053	1,282,836

### RADIO RECEIVERS, All Types (Radio Mfrs. Assn.)

January.....	469,237	1,564,171	1,339,256
February.....	586,432	1,379,966	1,379,605
March.....	776,085	1,377,269	1,633,435
First Quarter.....	1,831,754	4,321,406	4,352,296

### TELEVISION RECEIVERS (Radio Mfrs. Assn.)

January.....	5,437	30,001
February.....	6,253	35,889
March.....	6,639	52,137
First Quarter.....	18,329	118,027

### RADIO RECEIVERS, FM-AM (Radio Mfrs. Assn.)

January.....	51,318	65,166
February.....	53,594	140,629
March.....	67,264	161,185
First Quarter.....	172,176	366,980

(Continued on page 108)

# Better Homes and Gardens

READ BY MORE THAN 3,000,000 FAMILIES

JUNE 1948 • 25¢



## Here's What Better Homes & Gardens' 100% Service Means To You

BH&G has no fiction, no side lines. Cover to cover, ads and all, it's devoted 100% to service for better living. This means that people don't read BH&G casually. They're after ideas, information, news. They get it. They come to you pre-informed about the new appliances, pre-informed

on new features. And they happen to be over 3,000,000 high-income families who replace their major appliances more often than even their neighbors in the same block! Do You Make the Most of Your Waffle Baker? (June) sells appliances by telling how to get the most out of them.

### These brands are advertised in the JUNE issue of Better Homes & Gardens:

#### DISPOSAL UNITS

Hotpoint  
Westinghouse

#### HOME FREEZERS

Amana  
General Electric  
Harvester  
Norge  
Philco  
Quickfreeze

#### IRONERS & IRONS

Hoover  
Horton

#### IRONERS & IRONS (Cont'd)

Knapp-Monarch  
Proctor  
Simplex  
Sunbeam

#### RANGES

Florence  
General Electric  
Perfection  
Universal  
Welbilt

#### REFRIGERATORS

Coolerator  
Crosley

#### REFRIGERATORS (Cont'd)

Frigidaire  
General Electric  
Gibson  
Hotpoint  
Philco  
Servel

#### VACUUMS

Filter Queen

#### WASHERS

Apex  
Maytag  
Voss

#### MISCELLANEOUS

G. E. Lamps  
KitchenAid Mixer  
Knapp-Monarch Hot Plate  
Knapp-Monarch Liquidizer  
Swartzbaugh Rangette  
Toaster

#### KITCHEN UTENSILS

Briddell Knives  
Dow Sunday Nite Chef  
Edlund Can Opener  
Foley Food Chopper  
Kerr Jars

#### KITCHEN UTENSILS (Cont'd)

Nesco Pots & Pans  
Presto Cooker  
Pyrex Ovenware  
Sanette Garbage Can  
West Bend Aluminum  
Wooster Rubbermaid

#### RADIOS

Admiral  
Crosley  
Motorola  
Strömberg-Carlson  
Zenith

CIRCULATION OVER 3,000,000

*America's First Service Magazine*

# Dust Pan "Gimmick" Clicks



DUST PAN PROMOTION on Lewyt vacuum cleaners by Edwards', Syracuse, N. Y., brought 3,000 people to the store's appliance department in one week.

## Dust Pan "Gimmick" Pays Off With Vacuum Cleaner Sales

Another of the Industry's Aggressive Sales and Promotion Stunts Proves Cleaners CAN Be Sold

By SY RALDWILLER

Complaints seem to have been piling up during the past few months against lagging vacuum cleaner sales. Yet, one department store recently found itself the happy host to 3,000 people who jammed its major appliance section in one week, bought 45 cleaners right off the floor and left 350 names for home follow-up by outside salesmen. According to the buyer, it was all due to "the most sensational promotion the department ever ran," one that "created more activity in the appliance section than ever before."

The gimmick behind the hoopla was not mirrors. It was dust pans. During a session devoted to drumming up dealer interest and bringing prospects to retail sales floors, officials of the Lewyt Corp., Brooklyn, N. Y., dreamed up the idea of offering free dust pans to everyone who would spend 10 seconds to watch its new vacuum cleaner do its stuff. Management reasoned that if enough people would respond to a retail promotion built around this idea, the force of demonstration plus cold statistics would inevitably result in sales.

When a bewildered Louisville manufacturer was finally convinced that he should turn over his dust pan output to Lewyt, the company got its Syracuse distributor, Morris Distributing Co., to sell the idea to a big local store. Edwards' heard it, gradually pumped up steam and ran a six-column ad Easter Sunday. The response, as reported in these columns, was excellent. Four hours

after the store opened on Monday, 700 dust pans were given away and five cleaners had been sold. At closing time, another five were sold and a grand total of 1,000 dust pans had been handed out.

Like any successful promotion, the tagging depended upon foolproof planning, not spontaneity. The dust pans had to be on hand before the appearance of the newspaper advertisement. In the test case, 2,500 dust pans had been ordered and delivered but an extra shipment had to be rushed in when it became apparent that the response was becoming greater than anticipated. The distributing company was playing its part by plugging the idea on its radio show. Floor space had to be made available for crowds to gather and watch the demonstration in the store. A window display was set up. The dealer sales force had to be schooled for handling the crowds. Each man was assigned to his job so that each prospect had the chance to see the demonstration, get personal attention, leave his name and address and receive a free dust pan. Interestingly enough, when the store repeated its ad Thursday, it placed a coupon in the copy which could be exchanged for the gift. In this manner, the problem of getting names and addresses on the retail floor was minimized.

When the promotion ended, some important lessons had been learned and are being passed on now to other Lewyt distributors in a national campaign starting this week. Distributors are being advised to select towns in their areas as well

as dealers who want to go along with the promotion. They will be armed with a "package" containing the Edwards' ads, a window streamer, a broadside and all data pertaining to the Syracuse test. Five and six-column newspaper mats are being made available by the manufacturer.

The ads will be handled like all other Lewyt cooperative advertising. Finally, it is deemed necessary for the distributor to assign one of its salesmen to help the store during the promotion. Dealers will be told that from past experience large crowds drawn by this type of merchandising require at least three men on the floor at all times.

According to the company, there must be continuous demonstration, individual attention, order taking, receiving prospects' names and dust pan distribution. One man, it is claimed, should be assigned to take names of only those people who have watched the demonstration for follow-ups. While it is recommended that the display be set up in a prominent store position, it is also pointed out that the side farthest from the store entrance be used to take advantage of the traffic flow. Naturally, a window display is considered another "must."

In its long, profitable and aggressive history, the vacuum cleaner industry has learned a lot of tricks. Industry leaders have constantly dinned into the ears of all who bothered to listen that these tactics, born of hard necessity, are vital to success. The dust pan gimmick is just the latest but apparently it belongs in the Industry's Hall of Fame.

"Belongs in the industry's Hall of Fame," ... says RETAILING

# LEWYT 'DUST PAN PROMOTION' GOES NATIONAL!



Test of dust pan promotion at Edwards, Syracuse, draws 3,000 women into store, sells 45 Lewyt Cleaners off the floor, turns up 350 hot leads, boosts sales in Appliance Department 60%!

- "Most sensational promotion in store's history" says Ken Campbell, Edwards buyer!
- "Belongs in appliance Hall of Fame . . . proves vacuum cleaners can be sold" says Retailing!
- "Catching fire coast-to-coast—Lewyt dealers all over the country are 'dust pan happy!'"



- ★ QUIET!
- ★ NO BAG TO EMPTY!
- ★ MORE FEATURES THAN ANY OTHER VACUUM CLEANER!

We'll be at  
**CHICAGO  
HOME FURNISHING  
MARKET**  
17th Floor, Spaces 58 & 59  
(Am. Furniture Mart)



# Lewyt

(rhymes with 'do it')

## VACUUM CLEANER

LEWYT CORPORATION • VACUUM CLEANER DIVISION  
76 Broadway, Brooklyn 11, N. Y.

SINCE 1888, MAKERS OF FINE PRECISION EQUIPMENT



**For bigger sales checks—"Stop-and-buy" traffic—and that *Added Profit!***

Display your electrical appliances on Aristo-mats, and see how much smarter and brighter they look! They sell faster that way, too! Then suggest an Aristo-mat to brighten and protect your customers' table and *presto*—you've added a tidy sum to your sales check and a nice, easy profit to your day's business. For finest quality and beauty of product, look for the name **ARISTO-MAT**. Specify Aristo-mats when you order. Immediate shipment—1 doz. to carton, 25 lb. wt.



*Kant-Kut Korner—an exclusive, protective feature!  
"Quad-Coat" Process—guaranteed not to chip or peel!  
Many sizes—round, square, oblong—for every need!*

Be sure it's **ARISTO-MAT**—the only **NATIONALLY ADVERTISED MAT** that women know and trust!

For further information, see your local jobber, distributor, or write

**PHOENIX TABLE MAT COMPANY**  
1315 West Congress Street  
Chicago 7, Illinois

**Statistical Summary of 1948 Appliance Sales (Cont.)**

**RANGES, ELECTRIC**  
(NEMA Member Sales, Not Industry)

	1941	1947	1948
January.....	50,516	56,228	104,830
February.....	51,790	61,644	105,602
March.....	61,647	80,511	128,891
First Quarter.....	163,953	198,383	339,323

**REFRIGERATORS**  
(NEMA Member Sales, Not Industry)

	1941	1947	1948
January.....	376,214	211,074	284,726
February.....	358,402	179,052	301,802
March.....	423,010	246,029	356,150
First Quarter.....	1,157,626	636,155	942,678

**ROASTERS**  
(NEMA Member Sales, Not Industry)

	1941	1947	1948
January.....	7,645	28,729	38,604
February.....	10,705	23,284	46,205
March.....	16,505	26,262	48,660
First Quarter.....	34,855	78,275	133,469

**STOKERS**  
(Stoker Mfrs. Assn.)

	1941	1947	1948
January.....	4,808	3,311	2,068
February.....	4,977	1,964	3,660
March.....	9,225	3,237	
First Quarter.....	19,010	8,512	

**TOASTERS**  
(NEMA Member Sales, Not Industry)

	1941	1947	1948
January.....		209,587	271,997
February.....		187,457	297,249
March.....		241,642	334,382
First Quarter.....		638,686	903,628

**VACUUM CLEANERS, Floor**  
(Vacuum Cleaner Mfrs. Assn.)

	1941	1947	1948
January.....	117,408	258,846	304,273
February.....	129,302	272,907	311,342
March.....	178,045	314,852	355,000
First Quarter.....	424,755	846,605	970,615

**WAFFLE IRONS**  
(NEMA Member Sales, Not Industry)

	1941	1947	1948
January.....		16,550	104,637
February.....		25,732	132,512
March.....		23,501	141,743
First Quarter.....		65,783	378,892

**WASHING MACHINES, Standard**  
(Electric & Gas Engine)—Industry Estimate by American Washer & Ironer Mfrs. Assn.

	1941	1947	1948
January.....	133,411	259,233	358,445
February.....	155,546	255,611	360,029
March.....	191,325	290,397	398,298
First Quarter.....	480,282	805,241	1,116,772

**WASHING MACHINES, Small**  
(Industry Estimate by American Washer & Ironer Mfrs. Assn.)

	1941	1947	1948
January.....		50,000	35,862
February.....		50,000	32,312
March.....		47,000	40,038
First Quarter.....		147,000	108,212

**WATER HEATERS, Electric, Storage Type**  
(NEMA Member Sales, Not Industry)

	1941	1947	1948
January.....	7,859	53,360	55,007
February.....	11,174	60,099	56,576
March.....	13,992	73,448	65,798
First Quarter.....	33,025	186,907	177,381

1948  
 04,830  
 05,602  
 28,891  
 39,323  
 84,726  
 01,802  
 56,150  
 42,678  
 38,604  
 46,205  
 48,660  
 33,469  
 2,068  
 3,660  
 11,997  
 17,249  
 14,382  
 3,628  
 4,273  
 1,342  
 5,000  
 0,615  
 4,637  
 2,512  
 1,743  
 8,892  
 8,445  
 0,029  
 8,298  
 5,772  
 5,862  
 2,312  
 0,038  
 3,212  
 5,007  
 5,576  
 7,798  
 3,381  
 NG



why miss a room  
 air conditioner sale?

When you handle the Carrier line, you've got four "hits"—four efficient, handsome Room Air Conditioners that score a bull's-eye every time with summer comfort no matter what the size or shape of the room or office.

For the average-size office—or living room—there's the new *Executive*. It's a compact window-sill model with a sturdy  $\frac{3}{4}$  horsepower unit in the space-saving,

walnut-finished cabinet. It provides clean, cool comfort on the most sultry day. When the space is a bedroom or small office, you can sell the *Master*—a smaller capacity window-sill model.

And there are two console models—the *De Luxe* for larger business and professional offices and waiting rooms, and the *Director* for the largest offices and conference rooms.

Along with the unrivaled range of Carrier Room Air Conditioners, you can offer sound engineering design, dependable service and modern styling. Carrier pioneer research in air conditioning and its world-wide experience on major jobs assure peak performance, minimum service needs and lasting customer satisfaction. Carrier Corporation, Syracuse, New York.



AIR CONDITIONING • REFRIGERATION • INDUSTRIAL HEATING

# THIS Automatic FUEL-HANDLING OILIFTER

**BOOSTS SALES ON ALL YOUR  
VAPORIZING OIL BURNING APPLIANCES**

Here's a welcome accessory . . . the A-P OILIFTER . . . that adds greater popularity to Oil Burning Appliances. It ends oil handling in the home, making fuel tank refilling a convenient, safe, clean, completely automatic operation.

Easily connected to the oil control on ANY vaporizing burner appliance, the OILIFTER lifts oil from bulk storage tank to one or more appliances as high as the third story, or 100 feet away horizontally. Feeds oil in required amount day and night — with no attention beyond starting in the fall and stopping in the spring. Silent, self-starting motor operates without radio interference. Only a single 1/4" copper tubing is needed. Listed by UNDERWRITERS' LABORATORIES, INC.

Dealers! Take advantage of this opportunity for extra accessory sales volume! Recommend the OILIFTER as optional equipment on new appliance sales—and tell all your past customers about its benefits, too. You'll build greater enthusiasm for oil heating, increased satisfaction, good will—and greater profits.



A-P OILIFTER with integral filter unit. Can be installed on ANY vaporizing burner appliance requiring oil flow up to 1 1/4 gallons per hour.

RETURN THE COUPON  
for Complete Selling  
Materials.

## AUTOMATIC PRODUCTS COMPANY

2444 North Thirty-Second Street, Milwaukee 10, Wisconsin

Please send us sales materials and prices on A-P OILIFTER and other A-P Automatic Control Accessories for Vaporizing Burner Appliances.

Name.....

Address.....

City..... State.....

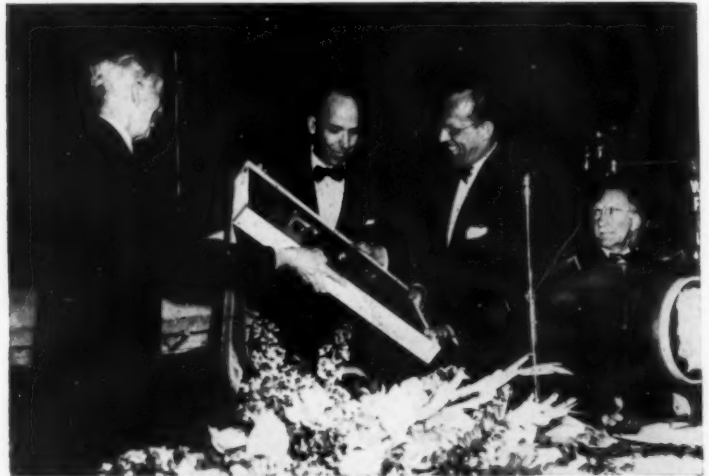
Att. of.....

020B



**DEPENDABLE Oil Controls**  
DESIGNED TO ELIMINATE SERVICING

## Philco Gets Sales Award



JAMES H. CARMINE (center), vice-president in charge of distribution for Philco Corp., receives the annual Howard G. Ford award of the Sales Managers' Assn. of Philadelphia from Melvyn F. Foeller (left) of the American Telephone & Telegraph Co. The award was for outstanding achievement in sales and distribution on a nationwide basis.

## Zenith Phonevision Will Hit Market Before 1949

Zenith Radio Corp. will put its pay-as-you-go television-phonevision receivers on the market this year, "barring unforeseen developments," E. F. McDonald, president, told dealers in a recent letter.

Mr. McDonald repeated his stand that television could never become a great industry until it could uncover a box office which would enable it to cover the costs of high quality programs. Phonevision, he said, will provide that box office. Owners of phonevision sets, he explained, will be able to receive all regular free television programs, but for special shows, such as Broadway plays, new movies, etc., unreceivable by ordinary sets, they will be able to call the telephone operator who will pipe missing frequencies through to their sets. Reception will be paid for on the monthly telephone bill.

Mr. McDonald said that phonevision will make television possible in smaller towns, will add no more than \$10 to the cost of receivers, and, he added, Zenith will license other manufacturers to make phonevision sets.

The radio industry is revealing the same trend toward concentration that the automobile business has undergone, Mr. McDonald said. He declared that over 1,000 different makes of cars have been produced at one time or other in the U. S., but that in 1941 there were only 10 manufacturers, three of whom did the bulk of the business. Over 700 brands of radio have already passed out of the picture, despite the fact that it is a young industry, he said. For this reason, he cautioned retailers to keep a close watch on their radio inventory, pointing out that volume is increasingly concentrating on the brands that give maximum quality and service.

February Coal Stoker  
Sales Total 4,503

An 81 percent rise over the number of factory sales of mechanical coal stokers of all types was recorded in

February with a total of 4,503 units as compared with the 2,483 sold in the same month last year, the Stokers Mfrs. Assn. reported recently.

The figure was 58 percent greater than the 2,853 sold in January, 1948. Sales for the first two months of this year totaled 7,356 units compared with 6,980 for the corresponding period in 1947.

## Westinghouse HAS IT!

### THE *New* MIRRO-MATIC Deep-Well PRESSURE COOKER

for pressure cooking!  
and pressure canning!

See page 9



# Sit down to iron

★ 1800 REQUESTS FOR SIT-DOWN-TO-IRON MOVIE!

★ Hundreds of thousands of Proctor "Ironing Can Be Easy" Manuals circulated.

★ THOUSANDS OF RETAILERS USING SIT-DOWN-TO-IRON PACKAGES — MORE NEEDED TO MEET DEMAND!

Cash in on this amazingly successful merchandising program. See your distributor about promotion material and merchandising helps right now.

No standing!  
because  
No lifting!



with the **PROCTOR NEVER-LIFT IRON!**



**IT'S AN  
IDEA!**

SET up your Sit-Down-to-Iron displays now to tie in with Proctor's powerful full page bleed advertisement in LIFE, June 7... carrying the Proctor Never-Lift story to more than five million homes all over America.

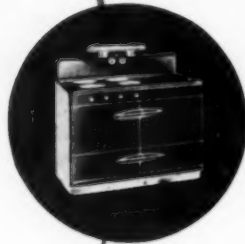
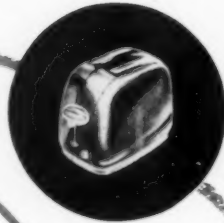
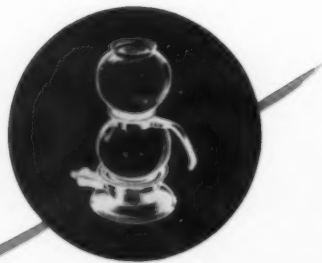
# PROCTOR

© Reg. U.S. Pat. Off.

**PIONEER IN EASIER IRONING**

PROCTOR ELECTRIC COMPANY, PHILADELPHIA 40, PA.

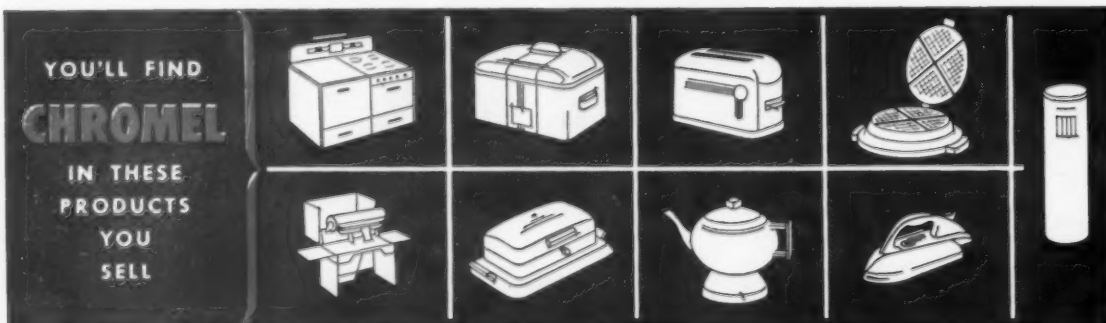
made to sell  
with **Chromel**\*



the original nickel-chromium heating element wire

Big "plug" for electrical heating appliances! Clean comfortable convenience with safety and longlife service . . . thanks to durable CHROMEL heating element wire. CHROMEL, you know is the original nickel-chromium resistor wire . . . the wire that first made electrical heating practical. And, for nearly 40 years, it's been the wire preferred by most appliance manufacturers who have learned from experience that, when they're made with CHROMEL, they're made to sell . . . and stay sold . . . to satisfied customers.

**HOSKINS MANUFACTURING COMPANY**  
4445 LAWTON AVE. • DETROIT 8, MICHIGAN



YOU'LL FIND  
**CHROMEL**  
IN THESE  
PRODUCTS  
YOU  
SELL

### Vacvac Launches Floor Polisher Over Television

Vacvac, Inc., U.S. subsidiary of Vacvac, Ltd. (Britain), recently introduced its newest home appliance, a three-brush floor polisher, to dealers via a series of television sales meetings. First step of the firm was to appoint distributors in markets served by video. Then the company televised the complete Vacvac floor polisher to dealers in each such territory. A television consumer campaign was launched following the dealer meetings. First dealer telecast was on April 27 over station WABD.

#### For Dealers' Convenience

Guy E. Giroux, Jr., of Giroux and Co., newly appointed national sales agent for the polisher, said, "We have decided upon this method because we are only too aware of the time and money involved in assembling dealers for a sales meeting to introduce a new appliance. This television show will put the Vacvac floor polisher story over to the dealers in only 15 minutes . . . and without taking them away from the store."

Advertising for Vacvac is being handled by Wiley, Frazee & Davenport, who also handle the Vacvac cleaner (EM, May 1, p. 126), and who will handle a national consumer and trade magazine campaign as well as television campaigns.

### March Dealer Inventories Up

Dealer inventories of dishwashers, home freezers, ranges, refrigerators, conventional washers and gas water heaters were slightly higher at the end of March than the end of February, according to the National Electrical Retailers Association.

Disposal, vacuum cleaner and automatic washer inventories were lower, while inventories of dryers, ironers, radios, and electric water heaters remained approximately at the February level.

Although 95% of dealers showed heavy inventories of irons, all other small appliance inventories were comparatively low.

### Honored for Service



**HOWARD W. SAMS**, publisher of Photo Fact Folders for radio servicemen, recently received a silver plaque from the Federation of Radio Service Men's Association of Pennsylvania "in recognition of his outstanding efforts in behalf of the radio service industry in 1947."



**You Can Count On**

# NEW ADVANCE-DESIGN CHEVROLET TRUCKS

## For More Value—In More Ways—On Your Job

Business leaders everywhere recognize the new high value of these latest and greatest Advance-Design trucks! You'll agree, too—once you see and once you try these trucks that represent the supreme achievement of advanced engineering. And they're the lowest-priced trucks in the volume field! Model for model, and with comparable equipment and specifications, they *list for less than competitive makes*—some models as much as \$150. See them at your dealer's now.

CHEVROLET MOTOR DIVISION, General Motors Corporation,  
DETROIT 2, MICHIGAN

**CHOOSE CHEVROLET TRUCKS FOR  
TRANSPORTATION UNLIMITED**

ELECTRICAL MERCHANDISING—JUNE 1, 1948

### Only Chevrolet Advance-Design Trucks for 1948 Have All These New and Finer Features

**NEW CHEVROLET 4-SPEED  
SYNCHRO-MESH TRUCK  
TRANSMISSION**

A special feature in heavy-duty models that assures new operating ease and efficiency.

**NEW ADVANCE-DESIGN  
GEARSHIFT CONTROL**

A steering column gearshift in models with 3-speed transmissions provides greater driving ease and convenience.

**NEW FOOT-OPERATED  
PARKING BRAKE**

A feature that offers new clear floor area, safety and efficiency in models with 3-speed transmissions.

**NEW IMPROVED  
VALVE-IN-HEAD ENGINE**

The world's most economical engine for its size now has greater durability and operating efficiency.

**SPLINED REAR-AXLE SHAFT  
ATTACHMENT TO WHEEL HUBS**

Greater strength and durability in heavy-duty models with this exclusive Advance-Design feature.

**PLUS** The Cab that "Breathes" • Uniweld, all-steel cab construction • New, heavier springs • Full-floating hypoid rear axles on  $\frac{3}{4}$ -ton and Heavy Duty models • Specially designed brakes and Hydrovac Power brakes on Heavy Duty models • Ball-bearing steering • Double-line pre-selective power shift in 2-speed axle at extra cost • Wide base wheels • Standard cab-to-axle-length dimensions • Multiple color options.

\*Fresh air heating and ventilating system optional at extra cost.



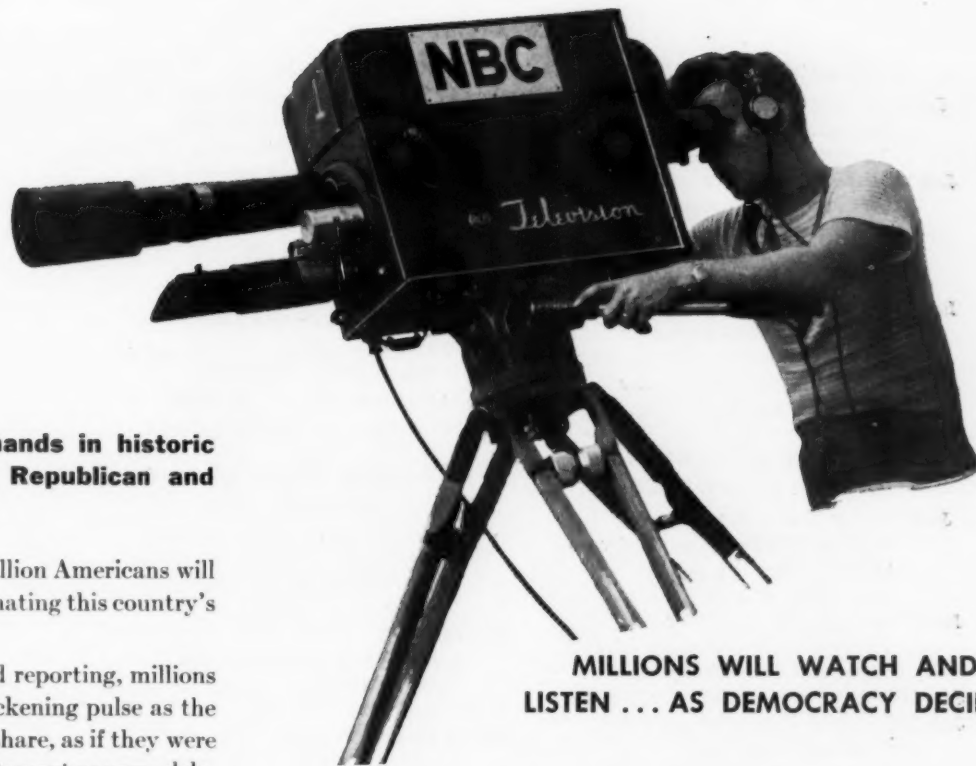
# On Television!...LIFE and NBC to bring



**"Alabama casts twenty-four votes for Oscar W. Underwood!"** Almost with that one phrase, radio came of age in 1924. Now television stands at the same crossroads. LIFE and NBC will give the 1948 conventions coverage that radio or the

experimental television of 1940 (above) never dreamed of. Background films, on-the-scene coverage from every angle should make this the great landmark of television.

# ng millions democracy's biggest show



**LIFE and NBC to join hands in historic television broadcasts of Republican and Democratic Conventions.**

**T**his June and July, some 5 million Americans will see democracy at work nominating this country's next president.

Through NBC's cameras and reporting, millions will look and listen with a quickening pulse as the big speeches are made . . . and share, as if they were actually there, the electric excitement as some delegate casts the ballot that swings the whole convention.

With LIFE's editors they will track down and interview the candidates, the campaign managers and the men behind the ballots . . . walk through closed doors to catch the significant sidelights . . . go to hotel rooms or to campaign headquarters: wherever the colorful events are taking place and the meaningful news is being made.

They will see background films specially made by "The March of Time" to throw light on the candidates and the whole convention procedure.

In short, LIFE will do everything it can—through its staff of political reporters, its picture sense, its ability to clarify the complicated—to make this team job between The National Broadcasting Company and LIFE not only an exciting and rewarding

**MILLIONS WILL WATCH AND LISTEN . . . AS DEMOCRACY DECIDES**

event but one that will be genuinely useful to the American people.

**This historic joint venture in journalism begins June 21st on these network stations:**

WNBT, New York	WRGB, Schenectady
WNBW, Washington	WBZ-TV, Boston
WBAL-TV, Baltimore	WTVR, Richmond
WPTZ, Philadelphia	

**Also daily résumés on these affiliated stations:**

KSD-TV, St. Louis	WBEN-TV, Buffalo
WWJ-TV, Detroit	KOB-TV, Albuquerque
WTMJ-TV, Milwaukee	WTVT, Toledo
KSTP-TV, St. Paul-Minneapolis	KCPN, Fort Worth
WLWT, Cincinnati	

**Televising of the Republican Convention will start June 21 and of the Democratic Convention July 12.**

# LIFE

Life, 9 Rockefeller Plaza, N. Y. C. 20

**LIFE brings you** this significant television news instead of the regular story of how electrical retailers use advertised-in-LIFE promotions. The monthly advance list of products to be advertised in LIFE appears on the next page.



## Here is your list of appliance-store items to be ADVERTISED IN LIFE during June

Use this list to put LIFE's local selling power to work at your counters

### MAJOR APPLIANCES

- June 7 Crosley Shelvador—page, color  
Kelvinator Refrigerator—page, color  
Youngstown Kitchen—page, color  
June 14 Hotpoint Refrigerator—spread, color  
Westinghouse Appliances—page, color  
G-E Vacuum Cleaner—page  
Rheem Water Heater—page  
Lauderall—1/4 page  
June 21 G-E Refrigerator-Home Freezer—page, c.  
Philco Refrigerator—page, color  
Speed Queen Washer—1/2 page, color  
June 28 Norge Refrigerator—page, color  
Bendix Washer—page

### SMALLER APPLIANCES AND HOUSEWARES

- June 7 Proctor Electric Iron—page  
Eveready Batteries—1/2 page, color  
Ekcoline Cutlery—1/2 page  
Rex Cutlery—42 lines  
June 14 Schick Shaver—page, color  
Sunbeam Shavemaster—page, color  
Libbey Glassware—1/2 page  
June 21 Proctor Toaster—page, color  
June 28 G-E Home Bureau—page, color  
G-E Lamps—page, color  
Vornadofan Air Circulator—page  
G-E Toaster—1/2 page

### HOME FURNISHINGS

- June 7 Pepperell Sheets—spread, color  
Alexander Smith Carpets—1/2 page  
June 14 Cannon Sheets—page, color  
Englander Mattress—page, color  
Glamorugs—page, color  
Nashua Sheets—1/2 page  
Pequot Sheets—1/2 page  
Ostermoor Mattress—112 lines  
June 21 Cannon Towels—page, color  
Congowall—page, color  
June 28 Bigelow Carpets—page, color  
Alexander Smith Carpets—1/2 page

### JEWELRY, CLOCKS AND WATCHES

- June 7 Bretton Watch Bands—page, color  
Jacques Kreisler Circlettes—page, color  
Speidel Golden Knight—page, color  
Swiss Watch Federation—page  
Westclox—1/2 page

- Kelton Watch—1/8 page  
June 14 Bulova Watches—page, color  
Telechron Clocks—page, color  
Swank Jewelry & Accessories—1/2 page, c.  
Ingraham Sentinel Clocks—1/2 page  
Croton Watch—1/8 page  
Kelton Watch—1/8 page  
June 21 Kelton Watch—1/8 page  
June 28 Kelton Watch—1/8 page

### SILVERWARE

- June 7 1881 Rogers Silverplate—page, color  
Watson Sterling—1/2 page  
June 14 1847 Rogers Bros.—page, color  
June 28 International Sterling—page, color

### RADIOS, RECORDS AND INSTRUMENTS

- June 7 G-E Radio—page  
Philco Radio—page  
Hammond Solovox—1/2 page  
Lester Piano—1/2 page  
June 14 RCA Victor Instruments—page, color  
RCA Victor Records—1/4 page  
Meritone Needles—1/8 page  
June 21 G-E Clock-Radio—page, color  
June 28 Motorola Portables—page, color  
RCA Victor Instruments—page, color  
Sylvania Radio Tubes—1/4 page

### CAMERA AND OPTICAL GOODS

- June 7 Eastman Kodak—page, color  
AO Sportglas—1/2 page, color  
Airguide Glasses—1/2 page  
June 14 Bell & Howell Camera—1/2 page  
Columbia Sun Glasses—1/4 page  
June 21 Ansco Film—page, color  
Eastman Kodak—page, color  
AO Cool Ray Glasses—1/2 page, color  
Keystone Camera—1/2 page  
Universal Camera—1/2 page  
Graflex Camera—1/4 page

### SPORTING GOODS

- June 7 Spalding Tennis Balls—1/2 page, color  
June 21 Wilson Sporting Equipment—page, color  
U.S. Royal Golf Balls—1/2 page  
June 28 Pennsylvania Sporting Equipment—  
1/2 page, color  
Spalding Sporting Equipment—1/2 page, c.  
Bristol Fishing Rods—1/2 page

IMPORTANT NEWS ABOUT TELEVISION ON PRECEDING PAGE!



LIFE, 9 Rockefeller Plaza, New York 20, N. Y.

### No Price Cuts in Sight for Hamilton Dryers

After absorbing material and labor cost increases, as well as the cost of making improvements on its clothes dryers, and maintaining present prices for a period of 17 months, the Hamilton Mfg. Co., Two Rivers, Wis., is in no position to reduce prices in the near future, H. G. Evans, vice-president, declared recently.

Mr. Evans said that the company had maintained its prices set on November 15, 1946, despite material cost increases of 17.5 percent and labor cost increases of 12 percent. "After a careful analysis of material and labor cost trends, we see no justification for a reduction in price," he said. "And we do not anticipate any reduction in the near future . . . This is in keeping with Hamilton's basic business principles. For 67 years Hamilton has absorbed cost increases insofar as possible and reduced prices as quickly as practicable. In all cases no policy of price or distribution is adopted by this pioneer manufacturer of dryers unless it can be shown that it benefits all four parties to the sale: customer, dealer, distributor, and manufacturer."

### Westinghouse Price Cuts Exceed \$14,000,000

Westinghouse Electric Corp.'s price cuts since the first of the year have totaled more than \$14,000,000 on household and industrial electrical equipment, president Gwilym A. Price said at a recent meeting of the firm's board of directors. The reductions, he said, "average about five percent on the products affected." He explained the company's willingness to reduce prices as the result of three factors: 1) improved manufacturing techniques and large volume production; 2) the prospect of lower prices of steel and other basic materials lowering Westinghouse's costs; and 3) "a conviction that a third round of inflationary wage increases must be avoided at this time."

Reductions on refrigerators, water heaters and radios alone totaled \$5,640,000 in customer's savings, he told the board.

#### Farm Radios Reduced

F. M. Sloan, manager of the Westinghouse home radio division, recently announced a 10 percent price reduction on rural and farm battery radios known as the Ruralist.

The new suggested retail price of the sets is \$36.95 as compared with the former price of \$41.00. Prices are less batteries. Mr. Sloan explained that the reduction was made possible by improved material supply and resulting manufacturing economies.

### Redmond Co. Reduces Motor Prices 10 %

Price reductions up to 16 percent and averaging ten percent on alternating current fractional horsepower motors formerly selling in the \$2.50 to \$8 price range, were recently announced by Redmond Co., Inc., according to Lewis Hamlin, executive vice-president.

Mr. Hamlin said that the reduction is the second made since last December when a five percent cut was announced.

HERE'S THE QUICK, CONVINCING WAY TO DEMONSTRATE

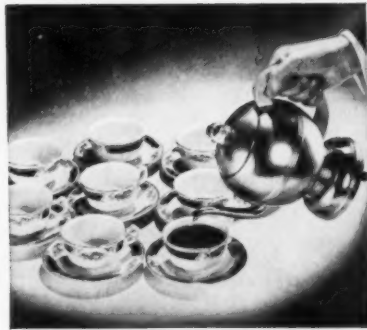
## The Glamour Percolator with the lifetime good looks!



1 What woman wouldn't rave about this Manning-Bowman Long-Last Percolator! It's smart enough for any table, yet built like a battleship so it needn't be babied! So, when you show it...



2 Rap this Long-Last beauty with your knuckles. Tell your customer: "Hear that? Solid metal—nothing to chip or crack—built to last for years and years. Chromium plated, inside and out."



3 Demonstrate its generous capacity. "Look—it makes eight cups of coffee at a time. As for safety—if you ever forget this percolator, a built-in current breaker shuts it off."



4 "The dripless spout and insulated natural wood handle both spell *quality*. So does the Manning-Bowman name on toasters, broilers, irons, automatic grills, waffle bakers, and heating pads."

## Manning Bowman Means Best

Manning, Bowman & Co., Meriden, Connecticut • In Canada: Manning, Bowman & Co. (Canada) Ltd., Oakville, Ont.

THE LINE THAT'S ALWAYS IN DEMAND

# FAN-GLO HEETAIRE

gives you everything . . . and especially **PROFITS!**



The only heaters built that give both kinds of heat (infra-red rays plus fan-forced heated air). The only heaters built that give your customers **WARM COMFORT QUICKLY--the FAN-GLO HEETAIRE--give you a complete SALES and PROFITS program!** A powerful advertising and merchandising campaign that means more goods moved to people--more people moved to goods--**MORE PROFITS FOR YOU!**

#### ★ A Complete Quality Line



An entire line of matched heaters — portables and built-ins—in every price range, for every purse and person.

#### ★ Space-Saving, Selling Display



Three new practical displays (for portable and built-ins) that don't take much space. They catch your customer's eye — make her buy!

#### ★ A Pocket-size Sales Manual



The 36-page "Guide to Quick Heating" that tells your salesman all about heaters — and how to merchandise and sell them profitably!

#### ★ Newspaper Ads and Mats



Six different productive retail ads — run them over your signature — and be ready for better business.

#### ★ Comparison Airflow Chart



The "tell all" 11" x 14" chart — a new contribution to sales — turns shoppers into customers!

#### ★ Powerful Consumer Literature



Two colorful lightweight statement inclosures and counter throw-aways. They fit in your small envelopes — and they're loaded with "come and get it" sell-manship!



Write, wire or phone your supplier — or us — for the story of **FAN-GLO HEETAIRE PROFITS!**

Tested and Listed Under Reexamination Service by Underwriters' Laboratories, Inc.

**MARKEL**

ELECTRIC PRODUCTS, INC.

145 SENECA ST.

PAGE 118

**LA SALLE**

LIGHTING PRODUCTS, INC.

BUFFALO 3, N. Y.

## Television Won't Kill Radio, Stickle Tells Sales Executives

Says radio, records, video all have definite place

The idea that television will make all other forms of mass entertainment obsolete is nonsense, according to J. H. Stickle, advertising and sales promotion manager of the Westinghouse Home Radio Division, Sunbury, Pa.

In a recent speech before the Rochester Sales Executive Club, Rochester, N. Y., Mr. Stickle said:

"The radio dealer is sitting in the corner with the shakes when he should be up celebrating the birth of a son. Instead, he thinks he sees a great, colorful industry being knocked out of the ring by a powerful newcomer."

Though welcoming television as another billion dollar business of the future, Mr. Stickle pointed out that both radio and the reproduction of recorded entertainment are "solid, well-rooted forms of entertainment."

He said:

"Radio has a definite, deep-rooted place in the American way of life. Neither television, moving pictures or anything else can disturb it as a great and universal form of entertainment, and a necessary advertising and merchandising force.

"Records have found a 300-million-dollar notch in the business and now television adds sight. Actually the only thing the three have in common is that the same distributors and dealers sell equipment and reproduce all three."

#### The Public Needs All Three

Today's public, Mr. Stickle declared, is happy and used to living with radio and records. They are equally happy to add television. But experience shows that they are not happy to live without radio and records.

In the established television markets, Mr. Stickle added, manufacturers are actually seeing a gradual upward swing in the sale of really good radio and phonograph instruments. The main trouble is elsewhere.

"The folks and dealers who don't have television are the problem. They haven't had the experience and they don't do too much imagining. So far, it has taken experience to prove that today's homes need good radios, good phonographs in every room, and good television. And they are never going to be happy with merely a choice of one or the other."

Citing examples of the separate functions of the three forms of entertainment, Mr. Stickle declared, "It's no fun for Pop having 20 small youngsters in the house watching a puppet show on television when he craves to get the latest dope from a network newsroom. And by the same token, when Pop has all the neighbors in to see an exciting session of the UN conference, the kids will run out to the phonograph to dance to hot platters every time.

"And you'll never get some woman to sit through hockey or basketball when she wants the Rochester Symphony or Eleanor Steber on FM. Sports will always compete with music and music with drama and drama with news. Today's public has learned to demand them all and seldom at the same time."

Contrasting the present with the past, Mr. Stickle said, "The phono-

graph business during the early radio boom was thoroughly decadent. It did practically nothing to pull itself up by its boot straps and stay alive. Today's situation is entirely different. Radio has added FM, and it is improving AM. There should be 1100 FM stations on the air by the end of this year giving coverage to 80 percent of the U. S. population, and at the same time, transmitter manufacturers have orders for more new AM transmitters by kw count than they do FM.

#### Sets Are Up to Date

"Meanwhile radio has added the 'play anywhere' portable and the personal set. Pricewise it has kept table models within the reach of all. And in big sets, it has kept up to date with furniture trends as well as broadcasting requirements. Phonograph people have developed high fidelity, unbreakable vinylite-type records and electronic pickups that cut down needle scratch and step up quality.

"While television is making great strides in both pictures and program quality, the other two entertainment mediums are keeping pace. When you have all the facts, the problems—even industry problems—never seem so great."

# Gibson HAS IT!

THE *New* **MIRRO-MATIC**  
*Deep-Well*  
**PRESSURE COOKER**

for pressure cooking!  
and pressure canning!

See page 9



**IT'S  
"TWO-IN-ONE"**



**Dominion**  
TRADE MARK  
**"GRID-A-BOU"**

This combination sandwich toaster and waffle baker earns a special place in the family affections. It's both handsome and handy.

- (1) Here's a convenient grill where you can fry bacon, eggs, chops, hot cakes or what-have-you-to-fry, or,
- (2) You can easily turn the grids and convert this "Grid-A-Bout" into a waffle iron for producing golden brown waffles which would threaten a diet.

One appliance does the work of two—no need for a separate waffle iron or extra set of grids to pay for or get misplaced. Saves not only money but valuable storage space.

Here is a traffic builder—put it to work for you! Available through reputable distributors across the nation.

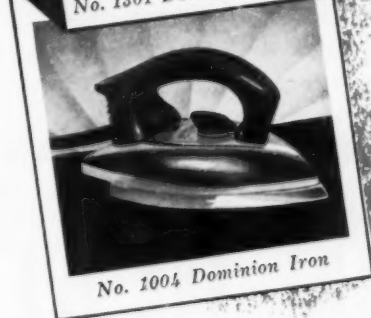
**PACE-SETTING  
APPLIANCES**



No. 2010 Dominion Fan



No. 1301 Dominion Waffle Iron



No. 1004 Dominion Iron

**DOMINION ELECTRIC CORPORATION, MANSFIELD, OHIO**

# Gibson has EVERYTHING



*Sell the Range  
that has all the FEATURES  
women want . . . .*

Features mean sales — and you have them galore in the fine new Gibson Kookall Electric Ranges for '48.

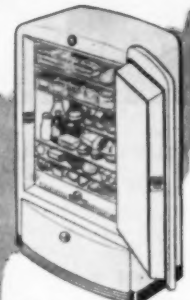
Only four models, but they cover the market like a blanket. Each is styled and priced—and incorporates extra conveniences to lead the field in its sales bracket. Display all four for quick sales and extra profits in '48.



**Gibson Home Freezer**

Upright design for downright convenience. Easy-reach compartments — no stooping or fumbling for contents. Freezes, preserves frozen food for months. It's already a volume seller.

Copyright 1948, Gibson Refrigerator Co.



**Gibson Refrigerator**

The original Freezer Locker refrigerator, now further enhanced with Gibson's original Fresh'ner Locker — twin advantages that make sales and build profits.

**GIBSON REFRIGERATOR COMPANY**  
GREENVILLE . . . . . MICHIGAN

## GIBSON DEALERS!

WATCH FOR THIS AND OTHER GIBSON ADVERTISEMENTS  
SAT. EVE. POST, May 15th and July 17th • LADIES' HOME JOURNAL, May  
GOOD HOUSEKEEPING, June • BETTER HOMES & GARDENS, June

### Correction: Pilot Radio Sets Us on Our Course

A news story on page 136 of the April 1 issue of ELECTRICAL MERCHANDISING, describing the introduction of the Pilot Radio Corp.'s new models in Chicago, was in error—more than once in fact.

Norman Skier, assistant domestic sales manager for the company, says that the 1948 line of radio-phonograph combinations does not include intermixing record changers in all models, as EM stated, but only in Model FM-211. Other models will play either 10" or 12" records, but not intermixed.

Pilot's Dynasty model (referred to Chinese modern) and its Yorkshire (Credenza) model both incorporate the number 810 chassis, which has 14 tubes (not 15 as described in the news item), two rectifiers and one tuning indicator. The former receiver will accommodate 160 records and the latter will hold 240.

EM said that the prices ranged from \$495 to \$650. Pilot's correction is that the price range is from \$325 to \$650, with prices slightly higher in the West.

Pilotune record albums are not "light classics only", Mr. Skier asserts, but are "perennial favorites for the entire family," including show tunes, waltzes, classics, rumbas, congas, sambas, operatic airs, spirituals, religious, cowboy and hillbilly songs and—yes, light classics.

### Water Heater Prices Cut by Westinghouse

Price reductions ranging up to \$8 on 15 models of electric water heaters made by the Westinghouse Electric Appliance Division, Mansfield, Ohio, have been announced by M. M. Feaman, manager of the water heater and kitchen utilities department.

The cuts, made in line with the company's continuing effort to keep consumer prices at a low level, cover both standard and deluxe models, Mr. Feaman said.

The company extended price protection to dealers.

### Up-to-the-Minute Candidate



PRESIDENTIAL candidate Harold E. Stassen received a new Philco portable radio from John M. Otter (left), general sales manager for Philco, as he boarded a plane in Philadelphia. Mr. Stassen wanted the set, says Philco, to keep up to date on events (such as election returns?) even while in the air.

It times the eggs



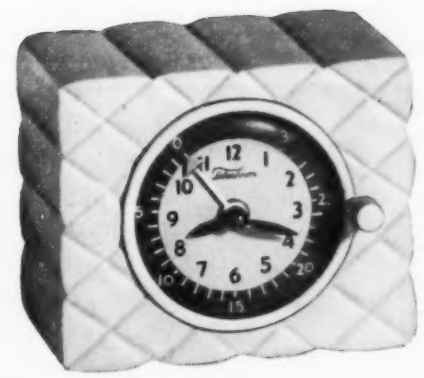
and the pressure cooker



it's a darkroom aid



and a handsome looker



30-MINUTE TIMER and Electric Clock . . . by Telechron. Make sure you have it in stock.

Double feature . . . for double-quick sales! This kitchen clock is (1) a time-keeper, (2) a 30-minute timer . . . you give your customers both for a low price they might spend for a clock alone. Just see what happens when you display it out front on your counter . . . it's such a gay little number, with its white plastic case and bright red trim, that it is sure to invite comments and sales. What's more, it's being backed for fast turnover through national advertising in *Ladies' Home Journal*. You can sell it as an electric timer-clock that will give years of on-the-dot time, without winding, oiling, or regulating . . . for it has the dependable self-starting Telechron motor to assure accuracy and long life. If your stocks are low, order now from your Telechron distributor.



THE FIRST AND FAVORITE ELECTRIC CLOCK • TELECHRON INC., ASHLAND, MASS.

## NOTE:

- Days and weeks of waiting turn
- into mere hours when you specify
- Air Express for supplies and re-
- placement parts. Low rates, too,
- which include special pick-up and
- delivery service in principal U. S.
- towns and cities.

Out on a limb  
because of shortages?



**Call on Air Express.** It's the best and *fastest* way to get supplies, parts and equipment. This super-speedy service is a round-the-clock proposition, speeding your shipment via Scheduled Airlines—offering you pick-up and delivery *at no extra cost.*

Air Express rates are surprisingly low. Use its speed *regularly* to clip whole days off shipping time, and keep your business running in high gear.

### Specify Air Express—World's Fastest Shipping Service

- Low rates—special pick-up and delivery in principal U.S. towns and cities at no extra cost.
- Moves on all flights of all Scheduled Airlines.
- Air-rail between 22,000 off-airline offices.

**True case history:** Tulsa, Oklahoma, factory regularly gets machine replacement parts by Air Express. Keeps production moving. Typical shipment (25 lbs.) left Milwaukee at 10:10 A.M., delivered Tulsa 6:40 P.M. same day. 655 miles, Air Express charge \$5.37. Any distance similarly inexpensive. Phone local Air Express Division, Railway Express Agency, for fast shipping action.



AIR EXPRESS, A SERVICE OF RAILWAY EXPRESS AGENCY AND THE  
**SCHEDULED AIRLINES OF THE U. S.**

## Utilities Sell Farmers on Electricity

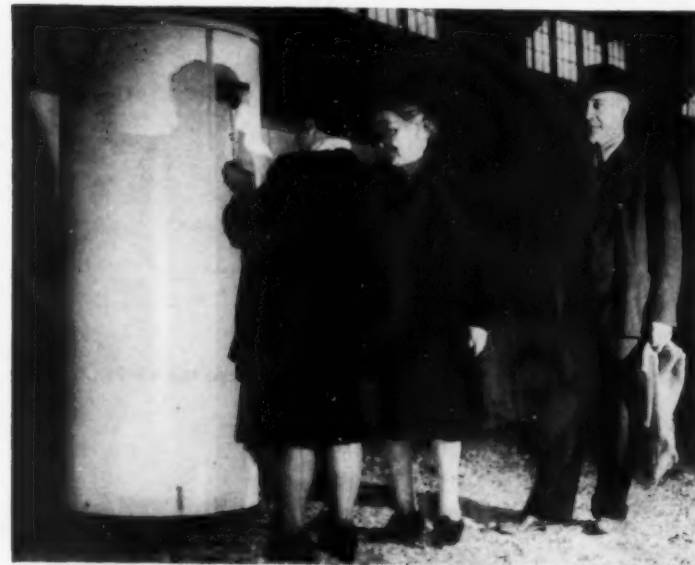
Five power companies recently took over the Ashland, Ohio, fair grounds to show country people the benefits of electricity. The farmers learned that . . .



**EQUIPMENT** doesn't work well when it gets its power from wire that is too small. This demonstration was conducted by the Ohio Public Service Co. which sponsored the show with Holmes Rural Electric, Firelands Rural Electric, Wooster Light & Power, and Ohio Edison and 30 exhibitors who, like . . .

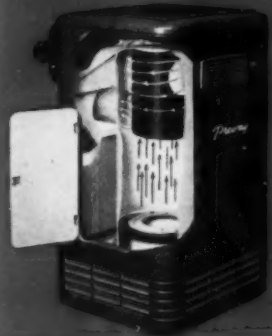


**GENERAL ELECTRIC** showed the latest in farm appliances. J. N. Black of G-E demonstrated a welding kit complete even to gloves and mask. Work-savers like this would raise the average 200 kw.-hr. monthly consumption in the area, but . . .



**THE WOMEN**, as always, were most interested in appliances for the home like this Westinghouse water heater. Talks by utility, college, publication and manufacturer personnel supplemented displays, helped prove electricity is cheaper than muscle.

# Keep your sales prospects hot with Preway the space heater that delivers plus performance



## Heatmiser Fuel Saver

Heart of Preway burners is this exclusive fuel economizer that extends the passage route of hot, flaming gasses from the combustion chamber to the chimney outlet. This increased line of travel gives Preway units a plus capacity, makes them the most potent heating package in the space heater business.



## Forced Air Circulation Adds to Heating Power

Optionally available, but particularly recommended for increased efficiency is the Preway Weather-Wizard Blower attachment that speeds delivery of warm air to every corner of the room. By increasing the velocity of air circulating around the combustion chamber, this fuel-saver transfers more heat from the walls to air — helps absorb and utilize every B. T. U.'s in every drop of oil.

## Increased Capacity for Radiant Heat

Oversize panel doors add to heating efficiency, contribute heavily toward Preway's proven ability to provide more heat with a lowered consumption of fuel. When open, the walls of the combustion chamber are completely exposed. This auxiliary radiant heat is highly effective and welcome when heat is wanted in a hurry.



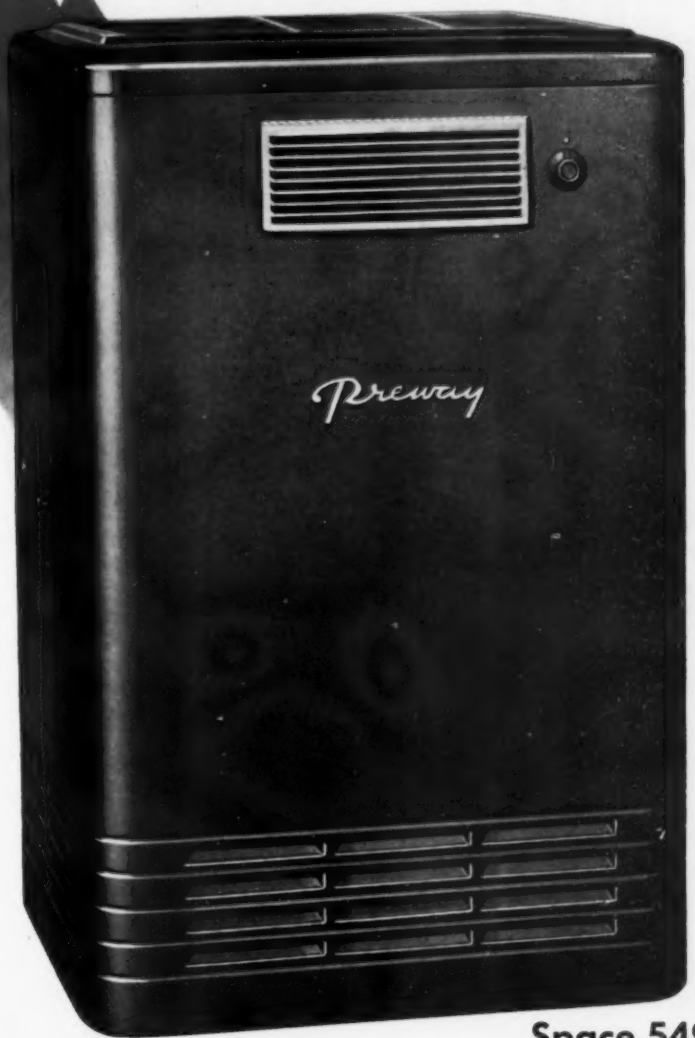
## Top Heating Performance

Preway Radiant Circulating Heater No. P-48448 develops 32,000 B. T. U.'s per hour 34" high, 18" wide, 22½" deep, this powerhouse unit has exclusive Heatmiser; Breese Pot Type Burner, Constant Level Valve, Hinged Top Grille, Removable Corrosion Resisting Fuel Tank with Shut-off Valve and Heavy Gauge Steel Combustion Chamber.



There's only one guide-mark to oil-burning space heater sales today — getting the most out of the B. T. U.'s in every drop of oil. That's why 1948 is a Preway year — for the demonstratable, clear-cut advantages Preway offers in increased heating efficiency are equivalent to extra gallons of oil that would otherwise be required. Exclusive engineering firsts in Preway construction provide more absorption of heat within the combustion chamber, increased heat radiation and greater heat circulation — a combination of major features that no other space heater can match.

If you're the Preway dealer in your community, you're the man best qualified to meet the demand for oil-burning space heaters — and you can prove it. Write today for full information — or plan to see for yourself at the Summer Furniture Market.



Showing at the Summer Market **Space 549A**  
American Furniture Mart  
Chicago

# PRENTISS WABERS

9648 SECOND STREET, N., WISCONSIN RAPIDS, WIS.

# PRODUCTS Co.



**Pennsylvania**  
AUTOMATIC WATER HEATERS

**50**  
GALLON

**NEW** TABLE TOP  
ELECTRIC  
WATER HEATER

The new "convenient package" PENNSYLVANIA Table Top Automatic 50 Gallon Electric Water Heater—measures 25 by 25 by 36 inches high—weighs only 300 pounds—provides EXTRA work surface!



Performance and Quality tested, and backed by a master cooperative Advertising-Merchandising Plan . . . PENNSYLVANIA Automatic Electric Water Heaters are acclaimed the hit of the season by dealers—and home owners—everywhere!



and

**FOR CONTINUOUS GAS PERFORMANCE**

PENNSYLVANIA Automatic Gas Water Heaters are A.G.A. approved, engineered for trouble-free operation—economy, efficiency, and safe operation.

**FOR EXTRA SALES**

Sell both Gas and Electric Water Heaters with ONE Franchise—PENNSYLVANIA.

FREE! "The New Pennsylvania Pocket Look"

66 Years of "Know-How"



**Pennsylvania**  
RANGE BOILER COMPANY  
240 & ELLSWORTH STS., PHILADELPHIA 46, PA.

## Oil Supply Short for 3 Years, Speakers Tell Oil Heat Men

Record burner installations accentuate lack. Bohn re-elected Institute president

WHEN the members of the Oil Heat Institute gathered in Chicago in April, of paramount interest was the question of future oil supply. Dr. Robert E. Wilson, chairman of the board, Standard Oil Co. (Indiana), said that while the oil industry will not relax its efforts to continue its expansion, the outlook is for a tight supply for at least two or three years. He intimated that the shortage was accentuated by unprecedented and unanticipated sales of oil burners and space heaters last summer and fall. Until this planned expansion of facilities can boost the supply and somewhere near satisfy the demand, Dr. Wilson gave a six-point program for consideration by equipment manufacturers:

- 1.) Direct engineering and research toward producing more efficient units to deliver more heat and reduce fuel consumption.
- 2.) Direct most advertising and sales effort to the replacement market.
- 3.) Utilize burner repairmen during the coming summer to insure efficient performance.
- 4.) Urge consumers to provide adequate storage facilities.
- 5.) Give prospective purchasers of oil burners the true facts about the oil supply situation.
- 6.) Make information available to the oil industry, state or regional data on oil burner installations at least quarterly so the state market can be evaluated well in advance.

### Get Maximum Results

On the subject of "Equipment Merchandising in 1948," W. A. Matheson, Eureka-Williams Corp., reported that on January 1, 1948, oil heat installations had reached an all-time high of 3,583,931, and made the plea that the oil industry cooperate to make good on the promise made to the American public, that oil heat is the best heat and oil the best fuel. He suggested three steps for the oil burner man to take to help attain a goal of closer cooperation:

- 1.) Let the oil burner man build, install and service his equipment so that every user will have maximum results for every gallon of fuel oil used. (It had been found in Champaign, Ill., that 87 percent of the homes had heating plants operating below minimum FHA standards.)
- 2.) Advise the oil man each month as accurately as possible as to the number of burners expected to be sold, where and when.
- 3.) The oil burner man should see that his users have adequate fuel storage facilities and be sold on summer tank fillings to cushion the impact of winter fuel demands.

### Ask Oil Dealer Cooperation

For the oil man, Mr. Matheson suggested that he increase his kerosene and fuel oil yields now, to get a running start on fuel demands of next winter; further, that a cease and desist order be put on discriminatory advertising and publicity, especially when it is realized that power-driven home heating units use no more than 10 percent, and space heaters about five percent, of the barrel.

A. T. Atwill, Quaker Mfg. Co.,



**W. A. MATHESON:** There are three steps we can take to conserve oil.

speaking on "Vaporizing Equipment in 1948," disagreed with the suggestion that the oil burner industry take a production holiday until the oil supply comes into balance. He said that if the American public is willing to spend money for automobiles, if the railroads can serve better with Diesel locomotives, and if the farmer can produce more food with mechanical equipment, then the American home owner should have the right to realize greater comfort, cleaner and more healthful living conditions, and that oil for these uses should be provided. It is not felt the space heater market will reach a saturation point for years to come, and at least 10 million more homes should be added to the industry's share of this field.

### Executive Elections

R. S. Bohn, Preferred Utilities Corp., New York, was re-elected president of the Institute; A. T. Atwill, Chicago, and C. R. Collins, Baltimore, were reappointed as vice presidents. J. R. Collins, Baltimore, was named national director of the merchandising division for 1948, and J. W. Owens, Chicago, heads the accessory division. A. E. Hess and C. F. Curtin of New York were reappointed as managing director and secretary-treasurer respectively, of the organization. J. C. Johnson, Oakland, Calif., succeeds R. M. Sherman of Hartford, Conn., on the board of directors.

### Exhibitors

Among the 125 or more exhibitors at the exposition at the Coliseum, held in conjunction with the institute convention, were: Delco Appliance Div., General Motors Corp.; The Dole Valve Co.; Duo-Therm Div., Motor Wheel Corp.; Fairbanks Morse & Co.; General Electric Co.; The Lau Blower Co.; Minneapolis-Honeywell Regulator Co.; Norge Heat Div.; Perfex Corp.; Quaker Mfg. Co.; Timken Silent Automatic Div.; The Viking Mfg. Corp.; Webster Electric Co.; White Rodgers Electric Co.; and Williams Oil-O-Matic Div. of Eureka-Williams Corp.

# Plus Values of the ... BLACKSTONE DEALER FRANCHISE

Plus Value  
**No. 6**



One in a series of messages to Blackstone's nation-wide network of selected dealers, in which facts—not claims—demonstrate why the Blackstone Franchise offers many plus values.

## COMPREHENSIVE SALES TRAINING PROGRAM

Blackstone's Sales Training Program for dealers' salesmen is another important link in a long chain of Blackstone franchise *pluses*. Every proven training method is employed in this program, designed to transform the most inexperienced man into a top-flight specialty and on-the-floor salesman. Distributor Field Men attend classes at the factory and are trained to conduct dealer instructional meetings afield. They are armed with all the necessary training aids and thoroughly instructed in how to use them.

The Blackstone Retail Salesman's Manual has been called "the most comprehensive training tool yet devised". Its pages not only completely describe and illustrate every product in the line, but they explain...in simple language...the how and why of every part, function and operation. A step-by-step demonstration presentation is provided for every Blackstone appliance. Pocket-size binder is loose-leaf so that material can always be kept up-to-date.

BLACKSTONE CORPORATION, JAMESTOWN, N. Y.  
*America's Oldest Washer Manufacturer*



Only BLACKSTONE builds the *Combination* Laundry.  
No other manufacturer offers as complete a line.



**NEW SALES SPARK**

**FREE G-E  
LIGHTING DIFFUSER  
PROMOTION KIT**

Need something to give a new spark to your lamp department? Then try this free sales promotion kit to display and sell General Electric plastics lighting shades and reflectors.

G-E plastics lighting diffusers give your customers the kind of lighting they want in their homes—soft, glare-free, efficient. Add to this the fact that these units fit a wide variety of fixtures . . . are easy to clean . . . modernize lamps and rooms.

Watch your customers keep coming back for more G-E diffusers. And watch how easily you can meet their demands when you stock these profitable items in this space-saving counter display.

Take advantage of this tested and proved sales-maker. Write for your free sales promotion kit and G-E lighting diffuser catalogue of styles you can order in quantity for immediate delivery. Mail the coupon today. Plastics Division, Chemical Department, General Electric Company, 1 Plastics Avenue, Pittsfield, Mass.

**GENERAL  ELECTRIC**

Plastics Division (Z-6), Chemical Department, General Electric Company, 1 Plastics Avenue, Pittsfield, Mass.

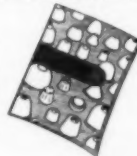
- Please send me free catalogue and new price listings on G-E plastics lighting diffusers immediately available.
- Please send me free kit of promotion material and sales aids for G-E diffusers.

Name.....

Firm.....

Address..... City and State.....

Please indicate type of firm: manufacturer..... wholesaler..... retailer.....



Free Sales Promotion Kit shows how to display the entire G-E plastics lighting diffuser line in only 22 inches of counter space. Kit includes window streamers, instructional booklets, neck cards and other promotional material. Send coupon at right today.

**Kelley, Bonfig, O'Brien  
Will Address NERA Meeting**

Industry leaders who will hold the speaking spotlight at the forthcoming fourth Leadership Conference of the National Electrical Retailers Assn. in Chicago, July 11-13, will include H. M. Kelley, appliance sales manager for Frigidaire; William E. O'Brien, general sales manager of Toastmaster Products Div.; and H. C. Bonfig, vice-president and director of sales, Zenith Radio Corp.

Attention of the conference will be focussed on franchises and the problems of selling, C. C. Simpson, managing director of the association, announced. Approximately 200 NERA leaders will attend and invitations to participate in two manufacturer-dealer panels have been extended to all appliance and radio manufacturers.

**Installations Discussed**

NERA's recent Conference on Installations devoted special attention to reducing costs through adequate wiring, pooling of installations, less restrictive city codes, and cooperative action between national associations. Chairman of the organization's installation problems committee is Wendal Lewis, manager of the appliance department at Klode Furniture Co., Milwaukee.

**Hoover Cleaner Sales  
Well Ahead of 1947**

Although vacuum cleaner sales during the first quarter of 1947 more than doubled those for any previous year, sales during the first quarter of 1948 are well ahead of those for 1947, H. W. Hoover, president of the Hoover Co., told stockholders at the recent annual meeting.

He attributed much of the company's success in sales to an alerted sales organization, claiming that it was "well prepared with tried and true procedures. This preparation was a very important factor." He said that the company could not guarantee that the present rate of sales would continue, but declared that careful plans had been made against emergencies.

**Won't Be Caught Short**

"Our production department has built up a reserve of stocks to take care of contingencies," he said. "Factory inventories at the end of 1947 were a good two-thirds larger than they were for December of the year before. These inventories should be looked upon as blessings in disguise."

He pointed out that the company had materially expanded its production facilities during the year, with the doubling in size of one motor factory and the erection of another.

**Hoover Limits Iron  
to Regular Dealers**

The Hoover electric iron, recently introduced to the retail market, will be limited to dealers who are already carrying other Hoover products, the North Canton, Ohio, firm announced recently. The iron supplements the company's line of vacuum cleaners and fractional horsepower motors.



THIS NEW RANGE UNIT DESIGN ASSURES



# Better Cooking

WHERE 90% OR MORE OF ALL COOKING IS DONE!



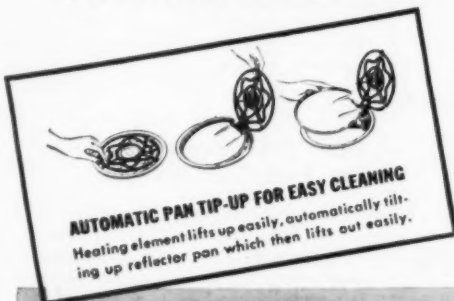
The better the distribution of heat to a cooking utensil . . . the better the cooking will be. Since 90% or more of all cooking is done on intermediate heat steps, C-H engineers designed the PYROFLEX\* Surface Units to provide this better heat distribution on these all-important heats.

In addition to this better design, C-H PYROFLEX\* units are fast-

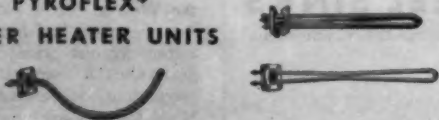
heating, they give many years of dependable, trouble-free performance. The units will not warp, but because of unique construction, stay flat and continue to transmit heat to the utensil with high efficiency.

The Cutler-Hammer trademark identifies dependability the world over . . . has been advertised for years in 4-color advertising in magazines like the Saturday Evening Post, Time, Newsweek, in other advertising in "shelter" magazines such as House Beautiful, Better Homes & Gardens and many others. CUTLER-HAMMER, Inc., 1280 St. Paul Ave., Milwaukee 1, Wisconsin.

\*Trademark



**PYROFLEX\*  
WATER HEATER UNITS**



Complete line available for water heater manufacturers.

## TWO-WAY HEAT FLOW DOES IT!

### MEDIUM-HEAT ELEMENT

(Cutler-Hammer Design) (Conventional Design)



**THIS! TWO-WAY  
HEAT FLOW**

Hot in center  
and hot outer edge



**NOT THIS!  
ONE WAY HEAT FLOW**

Hot in center  
cold outer edge

### LOW-HEAT ELEMENT

(Cutler-Hammer Design) (Conventional Design)



**THIS!**

Heat flows both ways  
from median position  
of C-H multiwave element



**NOT THIS!**

Hot outer edge  
cold center

### BOTH ELEMENTS TOGETHER

(Cutler-Hammer Design) (Conventional Design)



O.K.



O.K.

Any well-built surface cooking unit provides good heat distribution when both elements are used together. But 90% or more of all cooking is done at a controlled-heat switch position using only one of the two elements. The four vital cooking heats where C-H design provides obviously better heat distribution for better cooking are:  
1. Low-Heat Element Full Voltage. 2. Low-Heat Element Half Voltage. 3. Medium-Heat Element Full Voltage. 4. Medium-Heat Element Half Voltage.



*Electric Heating Units*

MY, THIS SINK WILL BE EASILY CLEANED!

AND I'LL BET IT KEEPS ITS FINISH!



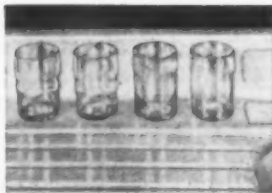
## TOP QUALITY FEATURES SELL SHIRLEY!

### QUALITY FEATURES

LIKE THESE HELP YOU SELL SHIRLEY

Shirley's wide tumbler deck provides a convenient, safe ledge for setting glasses, bottles or small dishes out of the way of other dishes on the drainboard. AND, there's plenty of dish room inside these big, porcelain sink bowls—yet lots of room to work.

The fact that all Shirley sinks and cabinets come to you "in a package" makes the whole line easy to handle.



● When women stop to marvel at the gleaming beauty of your Shirley display, call their attention to the sleek, smooth appearance of Shirley cabinet design . . . the flush fitting doors and ledges that leave no dust catching cracks. You'll interest them immediately—and all will agree Shirley cabinets are a *snap* to keep clean!

Be sure to tell men the secret of Shirley's "super-durable" finish—how rigidly tested, synthetic enamels are bonded and baked onto chemically cleaned metal. That's why Shirley's high lustre, *chip-and-rust-resistant* surface still remains bright and shining long after other kitchens need refinishing.

You're not on the spot when you sell Shirley. Prospects can see Shirley has every feature they seek—*beauty, style, efficiency, quality and economy.*

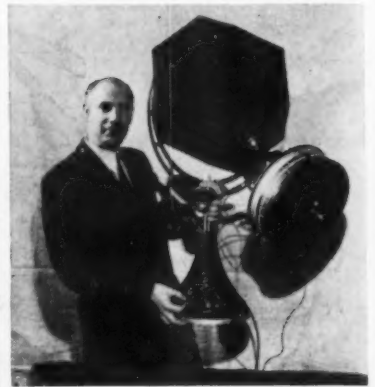
SHIRLEY CORPORATION • INDIANAPOLIS 2, IND.

# SHIRLEY

## STEEL KITCHEN CABINETS PORCELAIN STEEL SINKS

COPYRIGHT, 1948 SHIRLEY CORP., INDIANAPOLIS

### A Firmament for Every Home



WANNA BUY a portable planetarium? That's what this is. Developed by Armand Spitz, above, director of museum education at Franklin Institute, the device weighs about 25 pounds, uses a dodecahedron housing of Vinylite plastic, and is being manufactured by Science Associates, Philadelphia. Just plug it in and you get the images of all stars down to the fourth magnitude on your living room ceiling. The planetarium makes one complete revolution every four minutes, showing the rising and setting of the sun, moon, planets and stars.

### Chicago Tribune Section Introduces New Tele Station

That advertising is a good evidence of activity is evinced by the promotion which went into the opening of the new *Chicago Tribune* television station, WGN-TV. To promote its birth April 5, a 36-page feature was published April 4. In it appears the advertising of eight manufacturers, 41 dealers, and nine distributors.

Mayor Martin H. Kenneley proclaimed April 5-12 "Television Week" in Chicago, and there was a tie-in by 500 Chicago and suburban radio and appliance dealers.

More than 50 applications from prospective program sponsors are already on the hook, according to Wm. A. McGuineas, commercial manager for WGN. First WGN-TV rate card shows a rate structure based on a time charge of \$150 an hour, \$400 an hour for studio time, including standard facilities and props, and \$250 an hour for use of the film studio between 7 and 11 p. m. Rates for 5 to 7 p. m. Monday through Friday are 75 percent of class A evening time figures, and other times the rates are 50 percent. Charges for remote telecasts such as baseball and other sports will be figured separately for each program because of a wide variation in cost.

### Merit-Made Announces Fair Trade Toaster Price

Max Altman, president of Merit-Made, Inc., Buffalo, N. Y., toaster firm, recently announced that the company's automatic toaster would be fair-traded in the East at \$15.95 and in the West at \$16.95. Mr. Altman said that the move had been made as protection against price cutting by some dealers as a come-on for storewide promotions. More than 350,000 Merit-Made toasters are now in use, he declared.

**Coleman**

**is America's**

# **Biggest-Selling Oil Heater**

(Based on heaters made and sold in 1947)

## **because people want the**

## **Oil-Saving Oil Heater**

**COMING IN JUNE:**

Coleman dealers will make extra profits from the most powerful summer sales campaign ever seen in the oil heater business. Your Coleman distributor will give you complete information.

The Coleman Company, Inc., Dept. EM-932—General Office at Wichita, Kans.—Branches in Los Angeles, Philadelphia.

# Only with *Duo-Spin* Can you offer both!

2-WAY WASHING

SPIN-BASKET DRYING!



Talk about a *real* washer value! *This is IT*—Automatic's beautiful new DUO-SPIN. The *only* dryer-type washer with the instantly invertible DUO-DISC Agitator that washes both ordinary loads and bulky articles with equal ease and efficiency.\*

And look—see all these other features women want—

- Washes, Rinses, Dries, Drains electrically!
- Washes and Rinses at the same time!
- Washes and Damp-dries at the same time!
- Spins a tubful Damp-dry in 3 minutes!
- Costs less than any other Dryer-type washer!

You can't beat all that for value. And that's why you can't beat the DUO-SPIN as a sales builder and profit maker. Write—*right now*—for full details and name of your DUO-SPIN distributor.

## Only Dryer-Type Washer with 2-Way Washing

DUO-DISC Agitator in submerged position for fast, efficient washing of usual family loads.



DUO-DISC Agitator inverted for quick, superior washing of bulky articles like blankets, quilts, bedspreads, washable draperies, rugs.



See the new DUO-SPIN and other AUTOMATIC Washers at the July Furniture Market

**AUTOMATIC**  
WASHER

Made in Newton, Iowa Since 1908 by  
**AUTOMATIC WASHER COMPANY**

## Universal's Aids to Sales



WEST COAST distributors for Landers, Frary & Clark recently got a look at the company's new sales training course from Stan Fisher (right), Universal representative. Left to right: Bob Crune, Thompson & Holmes Co.; Nelson R. Thomas, Nelson R. Thomas Distributing Co.; and Harry Byrne, North Coast Electric Co.

## Tele Developments For San Francisco

Television equipment for a 100-ft. antenna tower on top of the Hotel Mark Hopkins, San Francisco, will arrive soon, according to a report made to the Electronics Section of the San Francisco Chamber of Commerce by G. L. Fox, manager of the Chamber's industrial department.

Mr. Fox reported that The Associated Broadcasters Inc. have commenced the expenditure of \$250,000 to give San Francisco television facilities through radio station KSFO. The KSFO program now gives San Francisco early prospects of television through three stations with plans for others pending, he said.

The American Broadcasting Co. is progressing with its plans for a television station in conjunction with KGO from a peak high in Sutro Forest and the *San Francisco Chronicle* is developing final arrangements for its station to be a part of the National Broadcasting system.

### Will Telecast Elections

Philip G. Lasky, vice-president of ABC, in a letter to the Chamber said that "it is our intention and ambition to have our station on the air by the time the national elections roll around, or at the latest, by the time of the presidential inauguration the first of the year.

"We will soon begin construction of a tower and antenna atop the Mark Hopkins Hotel building, judged to be the highest available spot in the city and, which according to engineering data, will permit telecasting from San Francisco to reach San Jose to the south, Marin County to the north and all of the East Bay. The antenna will be a five-bay RCA superturistile which will have the effect of increasing transmitter power six times, permitting a radiated power of 29,000 watts," Lasky said.

Another new television station for San Francisco is planned by a group of California businessmen headed by Edwin W. Pauley, California oilman,

according to a report heard recently.

The group has applied for a commercial television station to operate on TV channel 11 under the name of Television California. Transmitter is planned for Mount San Bruno with studios in downtown San Francisco.

V. E. Breedon, San Francisco investment banker, and R. H. Chamberlain, Palo Alto building contractor, are associated with Mr. Pauley as partners.

It was announced that C. L. McCarthy will resign his position as vice-president and general manager of Columbia Station KQW to become general manager of Television California.

## Stoker Makers Cancel 3-Day Annual Meeting

The board of directors of the Stoker Mfrs. Assn. recently announced the cancellation of their annual meeting scheduled for June 17-19 at White Sulphur Springs, West, Va. As a substitute the organization will hold a one-day business conference at the Edgewater Beach Hotel, Chicago, on Friday, June 18, with a technical session the following morning.

Marc G. Bluth, executive secretary, revealed that the change in plans was caused by the adverse effect of the recent coal strike on national stoker sales and the threat of another mine shut-down late in June. Howard E. Sill, Muncie, Ind., vice-president of the Muncie Gear Works, was named chairman of the 1948 annual meeting committee.

## Cunningham Named to Electrical Credit Assn.

W. J. Cunningham, credit manager for the Stromberg-Carlson Co., has been appointed to the executive board of the Electrical Credit Assn., Chicago, to serve the unexpired term of Riley Delano, Westinghouse Electrical Supply Co. Mr. Delano resigned due to pressure of other duties.

# Get on the Gravy Train



SUNROC DEALERS AND DISTRIBUTORS are clicking along on the Main Line to Profits, make no mistake about *that*.

Sunroc is America's foremost independent manufacturer of water coolers . . . has won first place by a combination of integrity, quality in its highly specialized products, and aggressive merchandising and advertising unparalleled in water cooler history. So well established is Sunroc's reputation that many Sunroc Coolers are sold today, sight unseen, from advertisements.

This isn't accidental. Buyers in all of Sunroc's vast and varied markets *know* that the Sunroc line—the only comprehensive line of water coolers in America—embraces just the models they need. They have confidence in Sunroc dependability . . . in the advanced engineering that's years ahead.

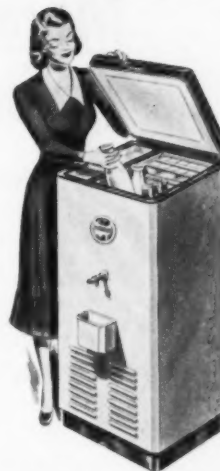
Above all, they appreciate the fact that this pace-maker for the water cooler industry passes on to

the customer the savings from volume production, in the form of prices as much as 20 percent below competitive models.

The Sunroc Gravy Train is going places, coast to coast. If you board it now, you travel on the momentum of unchallenged prestige . . . the finest line at the lowest prices . . . an advertising schedule twice as big as that of Sunroc's nearest competitor and with infinitely more merchandising behind it.

That coupon below . . . you'd better send it *today*.

**America's most complete line of water coolers,  
\$199.95 up, F. O. B. Glen Riddle, Pa.**



#### SUNROC SUPER COOLER

Nothing like it on the market. Combination water cooler and refrigerator. Three ice-cube trays; ample refrigerated storage space; unfailing source of properly chilled drinking water. Now available in pressure or gravity type.



#### SUNROC JUNIOR ECONOMY COOLER

The industry's lowest-priced nationally advertised pressure cooler. Capacity 5 gallons per hour. Ideal for smaller offices and establishments of all kinds.



Distributors throughout America and in 30 Foreign Countries  
"SUNROC SERVES THE WORLD... a Cool Drink of Water"

#### SUNROC REFRIGERATION COMPANY GLEN RIDDLE, PA.

Please send me, without obligation, complete information about the Sunroc line and Sunroc's personalized sales service for  Dealers  Distributors. (Check which)

Company \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_

Address to Mr. \_\_\_\_\_ (EM-6)

# ON TIME! The Biggest Portable Radio Promotion



**More radio pleasure  
for less money-**

• Happy holiday—with your Motorola Portable to sing you a love song or bring you laughter and thrills—wherever you go!—Its voice will be rich and full where others often fail. In no other portable can you match the outstanding value of the Motorola Model 48L11 (above.) Big volume and glorious tone in a compact two-tone plastic cabinet. Built-in antenna. \$1995  
Four tubes plus rectifier. Superheterodyne. Tuned RF section. Battery operation. . . .

MODEL 58L11—AS ABOVE, BUT AC-DC OR BATTERY OPERATION \$2995

**Motorola®  
PORTABLES**

*Prices slightly higher in  
south and west  
Batteries extra on all portables*



**AMERICA'S FAVORITE PERSONAL PORTABLES**

The Motorola PLAYMATE JR.—glamour-baby of personal portables. Tiny, but with the tone and power of sets many times its size. All metal cabinet. Antenna is in the lid. AC-DC or battery operation. **\$3995**

The Motorola 68L11—new all through and breathtakingly beautiful! All controls in thumb's reach while carrying. Exclusive Dial-in-Handle. Outperforms them all! AC-DC or battery operation. **\$4995**



**MOTOROLA TELEVISION**

Clearer, brighter pictures and wonderful sound. Your best buy at only \$179.95 (Aerial and installation additional).

*Look in your Classified Telephone Book for the name of your nearest Motorola Dealer*

**MOTOROLA INC., CHICAGO 51, ILL.**

**40  
MILLION  
CUSTOMERS  
ARE  
READING  
This  
Ad**

**For Extra  
Radio Sales  
NOW!**



**WRITE WIRE  
OR PHONE  
YOUR**

**Motorola  
Distributor**

# ELECTRICAL APPLIANCE

# News

## NEW PRODUCTS



### G-E Automatic Washer

General Electric Co., Bridgeport 2, Conn.

Device: 1948 all-automatic washer.

**Selling Features:** Redesigned control unit—temperature, time and cycle controls formerly located at each side of control panel have been consolidated into single set of controls on right side of washer; has 9 lbs. assorted dry clothes capacity; soaks, flexes, rubs clothes gently from 3 to 20 min. depending on time selected by housewife; all waters are continuously circulated through filter screens which skim off dirt and lint; 7-min. drying cycle, clothes are spun at 1140 rpm at high speed; anti-siphonage system meets with municipal plumbing code requirements.

Electrical Merchandising, June 1, 1948.



### LENCO Air Conditioner

Louis Engineering Co.,  
4554 Broadway, Chicago 40, Ill.

Device: Lenco packaged room air conditioners for window mounting.

**Selling Features:** Provides year-round ventilation; lowers humidity; cools, circulates air; removes dust and dirt; reduces outside noise; cools room up to 300 sq. ft.; 3-position control permits adjustment of fresh air into room or exhaust air out of room, or circulates only; drip pan tray; replacement type, coated glass fibre air filter; copper tube, aluminum fin condenser; 1/4 h.p. hermetically sealed capacitor-type compressor; 115 volts, 60 cycles 1725 rpm; grille has louvers designed to give maximum performance at proper angle to distribute air at 30 deg. angle toward ceiling, eliminating draft; 4-bladed aluminum propeller type fan; walnut baked enamel cabinet; 14 1/2 in. high, 26 in. wide, 26 in. long; 11 in. projection into room.

Electrical Merchandising, June 1, 1948.



### NORGE Refrigerators

Norge Div., Borg-Warner Corp.,  
Detroit 26, Mich.

**Models:** 7 new "Hold-Mor" models: 2 Standards; 2 DeLuxe, 2 Super Deluxe with "Night-Watch" feature; and 1 "Top-Freezer" model.

**Selling Features:** Top-Freezer Ten, No. TF-1048 for those who prefer a horizontal freezer compartment for frozen foods; 10 cu. ft. capacity; holds 35 lbs. frozen foods; slide-out cold drawer for thin cuts of meat; tall bottle storage; small package shelf; double width Hydrovoir.

Models NSD-1048, and NSD-848 10 and 8 cu. ft. models equipped with "Night-Watch" Self-D-Froster feature; safety-sealed giant side freezer which holds 37 lbs. frozen food; large Coldpack holds up to 12 lbs. meat; No. NSD-1048 has 2 additional cf storage space and room for

up to 40 lbs. frozen food.

Model ND-848, 8 cu. ft. is also equipped with the giant side freezer a super-capacity beverage shelf; and a 12 lb. Coldpack.

Standard models S-648 and S-848 have 6 and 8 cu. ft. capacity respectively; each model has a roomy side freezer; tall bottle storage space; large container for moist storage.

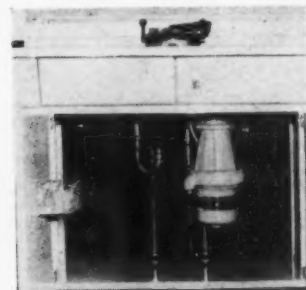
Powered by "Rollator" mechanism; new Norge "Night-Watch" Self-D-Froster defrosts refrigerator automatically by turning "Rollator" mechanism off—when frost on sealed freezer melts and is drained into Handefroster, the "Rollator" automatically resumes operation.

Electrical Merchandising, June 1, 1948.



stored in bottom can be reached; drawers slide on plastic rollers for quiet operation and are equipped with safety stop; sound deadened construction eliminates clatter; spring type adjustable door latches; semi-concealed hinges; 2 coats white enamel baked on; stainless steel radius panels in center section of undersink cabinets and handles.

Electrical Merchandising, June 1, 1948.



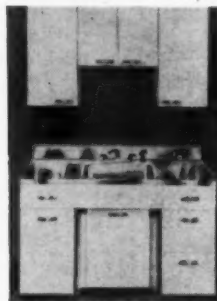
### AMERICAN Disposer

American Central Div., Avco Mfg. Corp.,  
Connersville, Ind.

Device: American garbage disposer.

**Selling Features:** Disposes of any ordinary kitchen waste in less than minute; drains and pipes kept clear of refuse by force of water from tap; abrasive action of ground waste as it is driven into drain by impellers serves as pump to empty disposer receptacle; all moving parts permanently lubricated and sealed; knee-action pulverizer won't jam, won't clog.

Electrical Merchandising, June 1, 1948.



### TRACY Kitchens

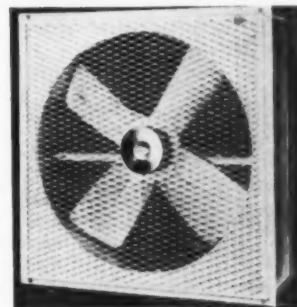
Tracy Mfg. Co.,  
3125 Preble Ave., Pittsburgh 12, Pa.

Device: Tracy Customized Kitchens available with 6 different basic kitchen centers which consist of Tracy Stainless Steel kitchen sinks in 6 popular sizes complete with undersink cabinets and matching wall cabinets.

**Selling Features:** Sinks include a 54-in. and a 60-in. single bowl model, and 4 double bowl models in 66, 72, 84 and 96 in. lengths; additional wall and base cabinets and broom or

linen closets can be added one at a time or as many as desired at a time.

Center section of undersink cabinet is recessed to provide adequate knee space; recessed base plate provides toe space; new principle of concealed ventilation provides circulation of air through cabinets to keep them fresh and eliminate possibility of dampness; handy sliding shelf in undersink and base cabinets pull out to safety stop so materials



### SPROUSE Air Mover

V. E. Sprouse Co., Inc., Columbus, Ind.

Device: 30 in. air mover.

**Selling Features:** For use in home window or attic; 1/2 h.p. motor; quiet operation; has a capacity of approximately 7000 cfm; furnished with grille; overall dimensions 36 x 36 in.

Electrical Merchandising, June 1, 1948.

EVERYWHERE...  
HOUSEWIVES ARE SAYING

"Make a date..."

WITH THE NEW **ROPER** GAS RANGE"



ROPER'S "Insta-Matic" Clock Provides  
Finest AUTOMATIC Oven Cooking

In selling ranges, sell the best ... sell Automatic ROPER Gas Ranges, built to "CP" standards. Distinctively-beautiful, remarkably-complete as to features offered, the new ROPER gives you a well-known, marketable gas range ... widely desired by thousands of homemakers.

*Jewels of  
Cooking Performance*

"Insta-Flame" Automatic Lighters

"Simmer-Speed" Top Burners

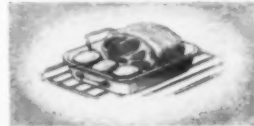
"Staggered" Cooking Top

Infra-Red "Glo" Broiler

Big "3-in-1" Oven



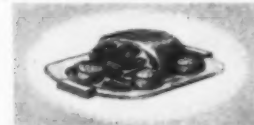
SHE SETS CLOCK .... 10:00 A.M.



OVEN STARTS ..... 12:00 NOON



OVEN SHUTS OFF .... 5:30 P.M.



SHE SERVES DINNER ... 6:00 P.M.

**GEO. D. ROPER CORPORATION**  
ROCKFORD • ILLINOIS

OFFICES AND WAREHOUSES IN PRINCIPAL DISTRIBUTION CENTERS

Visit our permanent exhibit (Space 529) at the  
American Furniture Mart, Chicago, Illinois

# ELECTRICAL APPLIANCE

*News*  
NEW PRODUCTS



## ECONOMASTER Water Heaters

Economaster Sales Inc.,  
128 8th Ave., N., Nashville 3, Tenn.

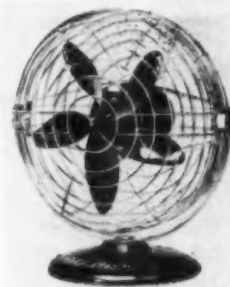
Models: 42 and 55 gal. water heaters.

**Selling Features:** Tanks of "Otisco-loy" steel coated with prime western zinc; outside shell 18 gauge steel with white baked enamel finish; Fiberglas insulation; Westinghouse heating elements and thermostats; elements available in 600, 750, 1000, 1500, 2500 and 3000 watts, 236 volts, a.c. only.

Electrical Merchandising, June 1, 1948.

upper, 2000 lower—total 4400 watts. Model 427, standard model has standard automatic controls—automatic clock; and oven heat control; Tele-switches with signal lights; flat-top surface units; 2-6-in. and 1-8-in. unit plus a deep-well cooker clustered on left side; large oven, porcelain-lined; non-tilt oven racks; 3 utensil drawers.

Electrical Merchandising, June 1, 1948.



## ROTO-BEAM Circulator

Roto-Beam,  
1755 N. Keller Ave., Chicago, 39, Ill.

Device: Roto-Beam noiseless air circulator.

**Selling Features:** Incorporates 1-piece bakelite blade; projects two beams of air—a large, slow-moving beam which revolves spirally and a smaller, fast-moving beam which revolves in a tighter spiral within larger air mass; silence accomplished with propeller design—5 blades with full surface of every blade from tip to heel utilized for moving air; 1/100 h.p. motor operates at 1650, 1150 and 800 rpm speeds; single speed model 1650 rpm; guard diam 14 in. propeller length 10 in.; weighs 10 lbs.; 52-watt motor.

Electrical Merchandising, June 1, 1948.



## NORGE Ranges

Norge Div., Borg-Warner Corp.,  
Detroit 26, Mich.

Models: E-457 deluxe and E-427 standard ranges.

**Selling Features:** Model E-457 deluxe, features the original Norge "contour" design with sloping control panel for easy reading of Tele-switches; tapered lower panels; recessed base; automatic clock for oven; deep-well and appliance outlet; fully automatic controls including Minit-Master; selector switch; automatic clock; safety switch; oven heat control; 1-piece top and back-rail; divided top; oven elements consist of 2400 watt broiling unit; baking and roasting 350 upper, 2000 lower; preheating 2400



## STOKOL Furnace

Stokol Stoker Co., Indianapolis, Ind.

Device: "Multi-fuel furnace" in sizes small enough for 5-room and large enough for 10-room house.

**Selling Features:** Operates on hand-fired, stoker-fired or with conversion oil or gas burners; cabinet type, all-purpose unit, provides complete winter air conditioning; complete with slow speed centrifugal blower, heavy duty motor; variable speed drive and filters; furniture steel cabinet; blowers may be installed in either side of cabinet; sizes run from 105,000 btus to 172,000 btu; gravity models from 88,150 btus to 154,000.

Electrical Merchandising, June 1, 1948.





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the **NAME** folks look for  
makes a name  
for you!

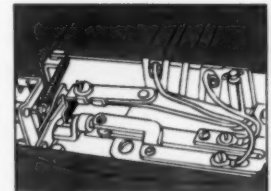
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Among your customers, the "Toastmaster" name stands for *top quality*. It's the name they know best, the one they trust, the one they look for on the toaster they're sure will last. This deep-rooted confidence in America's finest toaster helps you two ways. It makes your selling job easier as constantly more and more "Toastmaster"\* toasters are turned out. And it helps you move other merchandise by making a name for you as a dealer in *top-quality* products.



*the New* **TOASTMASTER** *Automatic Pop-Up Toaster*

\*"TOASTMASTER" is a registered trademark of McGraw Electric Company. Copyright 1948. TOASTMASTER PRODUCTS DIVISION, McGraw Electric Company, Elgin, Ill.



**1 NEW SUPERFLEX** toast timer guarantees perfect toast every time. Compensates for a wide range of voltage variations *automatically*. Never needs adjustment.



**2 NEW EASY-LIFT HANDLES** are large, smooth, and curved to fit the finger tips. Safe... sure-grip... always cool to the touch. An exclusive "Toastmaster" feature.



**3 NEW POP-OPEN CRUMB TRAY** makes this toaster a cinch to clean. Hinged tray pops open at the push of a button. No tricky catch, nothing to remove and mislay.

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# ARE YOU a **Launderrall** DEALER?

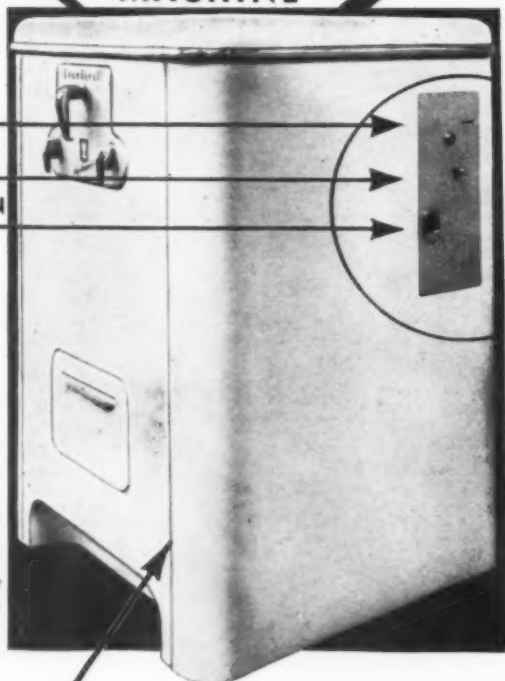
● Here's your opportunity . . . for a trifling investment . . . to ring up big **FULL-PROFIT PROTECTED SALES.**

**Convert ANY Launderrall to amazing Kimeter**

**25¢**

**COIN-OPERATED MACHINE**

- COIN SLOT
- SLUG-EJECTOR
- COIN-RETURN CUP



**ASK YOUR LAUNDERRALL DISTRIBUTOR**

about the exclusive **KIMETER**-equipped **LAUNDERRALL** "RENT-to-OWN" PLAN . . . . . for private **HOME-OWNERS.**

**KIMETER**-equipped Launderralls insure **spot SALES or RENTALS** . . . easily, quickly, inexpensively . . . to:

- APARTMENT HOUSE OWNERS
- Self-serve laundry OPERATORS
- NURSES' home • REST homes
- TRAILER CAMPS • MOTELS
- SORORITY and FRATERNITY houses • CLUBS • YWCA's, etc.

**THIS SIDE-PANEL** . . . complete with **Kimeter** . . . is **ALL YOU NEED TO BUY** . . . to convert ANY Launderrall into a money-making 25¢ coin-operated machine.

**PRICE \$32.45** f.o.b Worcester, COMPLETE with panel, ready to install. Requires only two simple electrical connections. Write, PHONE or WIRE your ORDER . . . TODAY. **WALKER ELECTRIC CO., Mfrs.** 11-15 Union St., Worcester, Mass. **PHONE 6-7106** Get aboard right now

**COIN-OPERATED**

**Kimeter**-EQUIPPED LAUNDERRALL

# ELECTRICAL APPLIANCE *News* NEW PRODUCTS



## BEAL Polisher Attachment

Beal Mfg. Co.,  
3540 S. E. Roswell St., Portland, Ore.

*Device:* "Speed" polisher attachment for use with tank-type cleaners.

*Selling Features:* 7-in. circular Tampico bristle brush for initial polishing and 2 sheepskin "bonnets"—1 to apply wax, the other to buff; air turbine designed polished, powered from pressure side of cleaner; polishing equipment mounted on precision ball bearings; requires no oiling; air turbine capable of 5000 to 6000 rpm; Norma-Hoffman ball bearings; rubber bumpers on housing protects furniture and walls; handle attachment for use of polisher on tables, chairs, automobiles etc.

*Electrical Merchandising, June 1, 1948.*



## BALDOR Air Circulator

Baldor Electric Co.,  
4357 Duncan Ave., St. Louis 10, Mo.

*Device:* Floor type air circulator 24-in. blade, cat No. B-241 and B-242.

*Selling Features:* Relay type capacitor start motor has no centrifugal switch; sealed-for-life ball bearings require no lubrication; chromium plated column; tiltable fan; switch in cord; No. B-241 has ½ h.p. motor; 1725 rpm; No. B-242 has ¼ h.p. motor, 1140 rpm.

*Electrical Merchandising, June 1, 1948.*



## NORGE Freezers

Norge Div., Borg-Warner Corp.,  
Detroit 26, Mich.

*Models:* HF-6, vertical type; and HF-10 HF-18 and HF-26 chest type freezers.

*Selling Features:* Vertical-type freezer has 6 food compartments with refrigerated shelves; individual compartment doors; holds up to 210 lbs. frozen foods; ½ h.p. motor; 6.35 cu. ft. capacity; Norgloss exterior; Norcelain interior. Chest type models 10-18 and 26 cu. ft. capacities to fit varying needs have well insulated cabinets with separate freezer compartments; table-top type counter-balanced lids; uninterrupted storage



## NORGE Washers

Norge Div., Borg-Warner Corp.,  
Detroit 26, Mich.

*Models:* W-818-P; W-817-P; and W-814-P conventional-type washers.

*Selling Features:* All models have 9 lbs. capacity; super capacity tub holds 20 gal. water to waterline; live-rubber molding around lid steam seal; smooth, 3-vane agitator; washer action is up, down and around; equal pressure on wringer rolls makes wringer adjustable for all types clothes; safety interlock; models W-818-P and 817-P have easy-to-operate pressure selector; all models have white porcelain enameled tub; link-type transmission; positive pump.

*Electrical Merchandising, June 1, 1948.*



**\* high watt density . . . . plus  
\* radiation directional control**



**means sales**

RETAIL PRICE  
(F.A.R. TRADE) **\$19<sup>95</sup>**

**means profit . . . . .**

\* **HIGH WATT DENSITY** is one of the properties of the non-metallic, silicon carbide, Globar element featured in the Caliente. Forgoing lengthy technical explanation, it means more heat at an amazingly low operating cost. The long life Globar\* element consumes less than 1000 watts at 110 volts.

\* **RADIATION DIRECTIONAL CONTROL** is the function of the scientifically designed Caliente reflector. Developed by expert refractonists, the multi-curved surfaces of the reflector control the correct distribution of infra-red rays emitted by the element to form the maximum field of even heat wide, deep and low along the floor.

... means the outstanding exclusive feature combination that makes the Caliente electric heater potentially *your* best seller . . . features that create a new high in performance!

The high watt density Globar\* element delivers an abundance of economical, infra-red heat, which is distributed for maximum efficiency and effectiveness by the revolutionary Caliente radiation directional control reflector. The Caliente's safety switch automatically interrupts the current while heater is in any other than normal operating position as well as serving as an on-off switch.

These and many more sales appealing features put the Caliente in a class by itself . . . a truly *biggest* quality heater. Before you stock up for next winter's sales, remember this: you will either sell the Caliente, or have to sell against it. It will pay you to spend a few minutes to get the facts about this heater.

Globar\* (\*Registered Trade Mark of the Carborundum Co.)

**Caliente**

**ELECTRIC HEATERS**



*Engineering and Manufacturing*

**CORPORATION 104 FOX STREET, AURORA, ILLINOIS**

# PYR-O-TUBE ELECTRIC HEATER

*Acclaimed America's Finest*



INTRODUCED IN 1947...

PACE-SETTER IN 1948

Pyr-O-Tube was introduced late last year. Immediately it zoomed to first place in public acceptance. Why? Because Pyr-O-Tube has more of what consumers want. More Speed . . . More Safety and New Beauty. Outstanding in all 3.

Pyr-O-Tube's flanged spiral ribbons are enclosed in Pyrex tubes. You see and feel their warm glow in 5 seconds. No other heater offers such speed and safety. Pyr-O-Tube looks smart, too. Its graceful lines and neutral color complement any interior. Price fair-traded at \$17.95 east of the Rockies plus tax. Before you commit yourself, see Pyr-O-Tube. It's the pace-setter for 1948.



SPECIALTY DIVISION

SWANSON TOOL & MACHINE PRODUCTS, INC.  
ERIE, PENNSYLVANIA

## ELECTRICAL APPLIANCE

*News*

NEW PRODUCTS



### PENNSYLVANIA Water Heater

Pennsylvania Range Boiler Co.,  
24th and Ellsworth Sts.,  
Philadelphia 46, Pa.

Device: Table top water heater.

Selling Features: Models BE-50-DT and BE-50-SE, 50 gal. storage capacity; measure 25 x 25 in. square, 36 in. high; galvanized steel tanks; Fiberglas insulation; adjustable thermostats; high gloss baked enamel finish; special cold water diffusion baffle; Magnedur process corrosion protection; BE-50-DT has a double element heating unit; BE-50-SE has a single element.

Specially designed time-clock and an electric-light installation optional.  
Electrical Merchandising, June 1, 1948.



### FASCO Fan

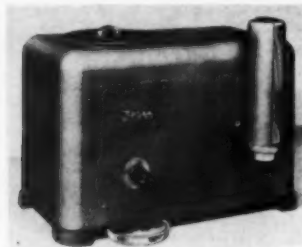
F. A. Smith Mfg. Co. Inc.,  
255 N. Union St., Rochester 5, N. Y.

Device: No. 103 precision built 10 in. Fasco ArticAire fan.

Selling Features: Exclusive Tornado aluminum blades; new Fasco motor—perfect balance between motor and blade gives quiet, efficient air circulation; single speed; can be operated as an oscillator or a straight-blow fan; suitable for desk or table or may be mounted on wall.

Other models in the line are the Deluxe 10, No. 101, Standard 12, No. 121; Deluxe 12, No. 128; Deluxe 16, No. 163; and Deluxe pedestal, No. 65—these models meet every oscillating fan requirement with blade diams. of 10, 12 and 16 in. and low, medium and high speeds.

Electrical Merchandising, June 1, 1948.

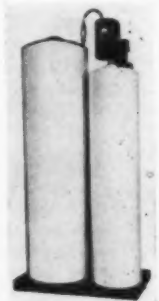


### NORGE Water Coolers

Norge Div., Borg-Warner Corp.,  
Detroit 26, Mich.

Device: Norge "Water Boy" portable, and NP-10 electric water coolers.

Selling Features: "Water Boy" cools 2 to 4 gal. water per hr; stores 5 qts. in reservoir; Freon-12 refrigerant; hermetically sealed "Rollator" compressor; 1/4 h.p. 110-volt, 50-60 cycle single-phase motor, a.c.; condenser unit has separately driven fan; heavy insulation between cabinet and water tank-sealed against moisture; plastic push-button faucet; clear plastic drip pan; tan and chromium cup dispenser.



### SOFT-O-MATIC Water Softener

The Soft-O-Matic Corp., Plymouth, Mich.

Device: Automatic water softener.

Selling Features: Time-clock control may be set at time of installation to automatically regenerate mineral every 24 hrs, or from 1 to 7 times weekly depending on individual requirements; no manual attention needed beyond periodic salt replacement (2 or 3 times a year); all parts of corrosion-proof metals; base 26 x 14 in.; 60 in. high.

Electrical Merchandising, June 1, 1948.



# EUREKA

## HERE'S THE WAY to *SELL*

### the World's BEST Cleaner

*This Aggressive Merchandiser is a  
Compact Money-Making Department*



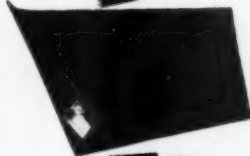
- Traffic stopper creates buyer interest
- Organizes salesman's presentation
- Complete vacuum cleaner department in small area
- Permanent all wood display
- Amazing dollar profit per square foot

## THESE POWERFUL EUREKA SALES-MAKERS DEMONSTRATE THE FEATURES WOMEN WANT



#### Sales Manual

Complete Sales Manual mounted on display. Easily accessible to guide salesmen through Eureka's powerful selling story.



#### Demonstration Rug

Deep pile rug to place in front of display shows feather-light efficiency of Eureka.



#### Sparkling Take-Home Literature

Sales-producing folders and booklets that hold prospects and bring them back.



#### Electric Sign

All-Purpose identification sign for your window, counter or display unit.



#### Systemagic Demonstration Tube

Contains sand, kapok, soda to prove how thoroughly Eureka removes deep down dirt and lightweight dust from rugs.



ALL SELLING AIDS ILLUSTRATED

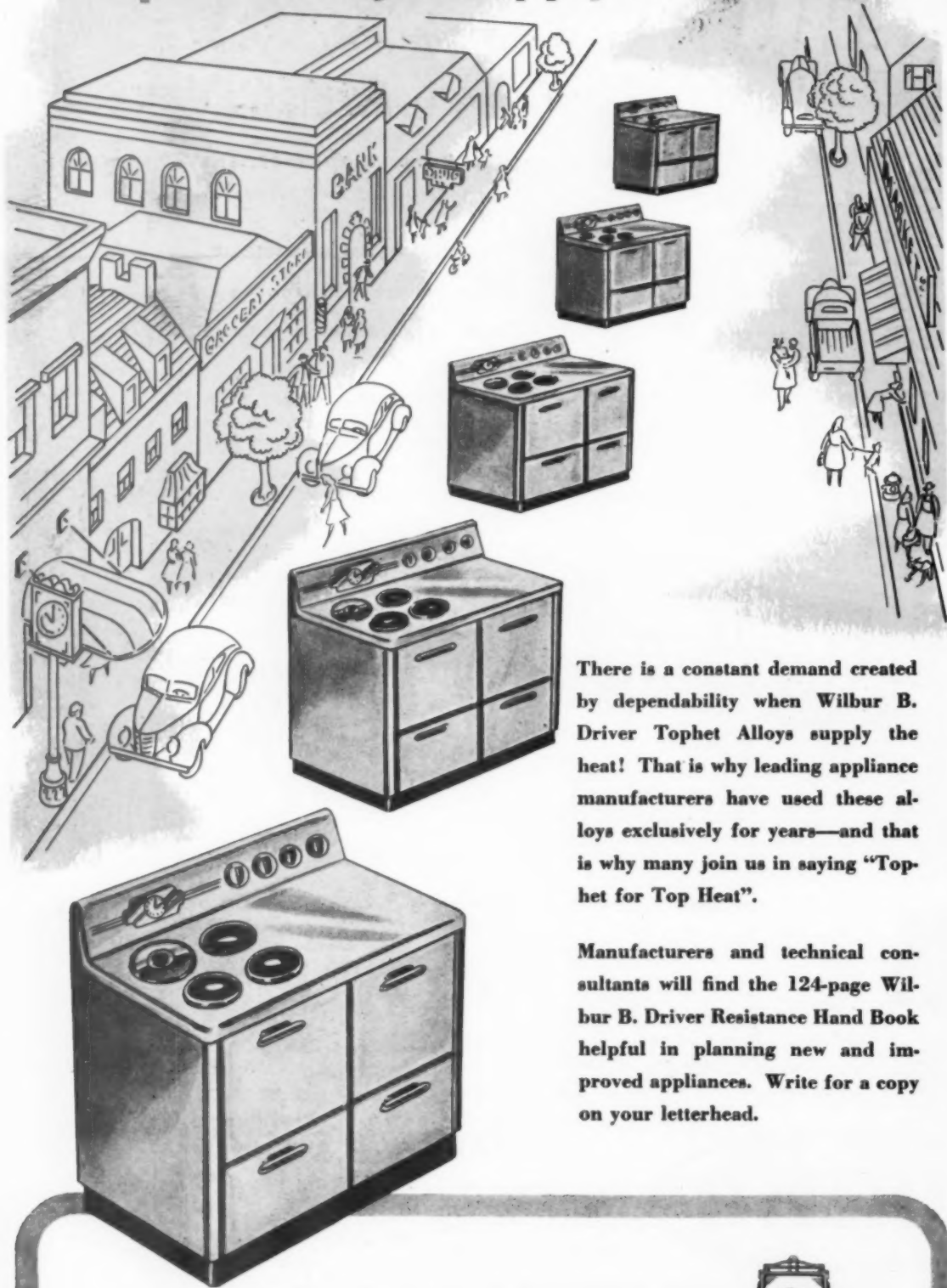
## Available NOW!

# EUREKA

## CLEANS FASTER, EASIER, BETTER ...by ACTUAL TEST

EUREKA Division • EUREKA WILLIAMS CORPORATION • Bloomington, Illinois

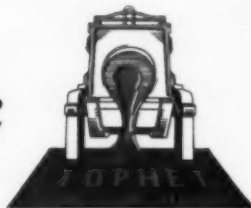
# Appliances "move" on Main Street when Tophet Alloys supply the heat



There is a constant demand created by dependability when Wilbur B. Driver Tophet Alloys supply the heat! That is why leading appliance manufacturers have used these alloys exclusively for years—and that is why many join us in saying "Tophet for Top Heat".

Manufacturers and technical consultants will find the 124-page Wilbur B. Driver Resistance Hand Book helpful in planning new and improved appliances. Write for a copy on your letterhead.

**WILBUR B. DRIVER CO.**  
150 RIVERSIDE AVE., NEWARK 4, NEW JERSEY



## ELECTRICAL APPLIANCE *News* New Products



### SURF Air Circulator

G-M Laboratories,  
4300 N. Knox Ave., Chicago, Ill.

Device: 24 in. circulator for wall, floor or counter.

Selling Features: Smooth-running oscillating mechanism enables unit to establish "air pattern" over entire room area regardless of obstacles;  $\frac{1}{2}$  h.p., 3-speed; 6-pole split phase induction type motor; dynamically balanced case, aluminum rotor; operates on a.c. only, 105 to 120 volts; deep pitch Torrington "Varified Air Impellers" of large area type; chrome-plated fan guard, all packed as one unit; choice of two types pedestals or stands which are interchangeable on fan unit—high stand for floor use, adjusts from 5 to 8 ft.; 15 in. base; motor housing and fan blades finished in 2-tone gray; NEMA ratings of air delivery are 4800, 3600 and 2100 cfm; airflow may be adjusted by tilting fan unit  $22\frac{1}{2}$  degs. above or below horizontal; to oscillate through zero, 45 or 90 degs.; or by changing motor speed from 1140 to 850 to 500 rpm.

Electrical Merchandising, June 1, 1948.



### SUPERFEX Oil Burning Water Heaters

Perfection Stove Co., Cleveland, O.

Device: Models 450 and 430 Superfex oil burning hot water heaters.

Selling Features: Rectangular design to blend with modern kitchen utility room or basement; heavy mat of fibreglas insulation at top holds radiant heat loss from tank at minimum; self-vaporizing burner of heavy-gauge steel; sealed-in burner cannot be affected by floor drafts; automatic draft regulator maintains steady, uniform draft; Midget Pilot consumes small amount of fuel; fuel line clean-out rod; Thermobulb water temperature control conveniently located will maintain any water temperature desired; extra-heavy, electrically-welded tanks galvanized inside and out; No. 450 has storage tank of 50 gal. capacity; No. 430 has 30 gal. tank.

Electrical Merchandising, June 1, 1948.



**KOCH EQUIPMENT  
BRINGS ME STEADY  
AND DEPENDABLE  
PROFITS BECAUSE...**

As soon as I explain the KOCH sales story to a prospect, it is easy to close the sale. My customers are satisfied, I rarely get service requests. My selling costs are lower. I can make my normal mark-up on each KOCH fixture. Every way I figure it, the KOCH line means a generous profit, that I can count on from month to month and year to year.



**42-CU. FT. SELF-CONTAINED KOCH REACH-IN.** Equipped with oversized  $\frac{1}{2}$  H. P. condensing unit, specially designed evaporator that converts power into controlled humidity of properly chilled air. Also available in 65-cu. ft. size, with  $\frac{1}{4}$  H.P. unit.



**AUTOMATIC DEFROSTER.** High humidity. Brilliantly lighted. Welded steel construction. Made in lengths of 10-ft. and 12-ft., double duty or top display cases. Also 6-ft. long double duty case for either remote or self-contained application.

**STAINLESS STEEL  
INSIDE AND OUT\***

KOCH 25-cu. ft. refrigerator, self-contained. With either ice maker or forced convection evaporator. Welded steel construction. No wood used. Made in the 25-cu. foot size only.

**A TRULY POST-WAR  
REFRIGERATOR  
SANITARY... ECONOMICAL  
LASTS A LIFETIME!**

During the war the United States Navy discovered the need for an all-metal refrigerator made of stainless steel. KOCH designed and manufactured thousands of these for the Navy, and now makes them available to civilian users. The strength, durability, and economy of heavy gauge stainless steel are unbeatable.



KOCH Equipment is extra profitable for users also. It pays a big BONUS in increased store traffic and extra sales. It eliminates spoilage losses, reduces shrinkage of merchant's stock of food.

KOCH IS TOP NOTCH  
**KOCH**  
*Refrigerators*

NORTH KANSAS CITY 16, MISSOURI

**KOCH IS YOUR LOGICAL BUY FOR THESE PROSPECTS:** Food Markets, Hotels, Dairies, Restaurants, Institutions, Taverns, Hospitals.

New Roasterette of Unique Design  
Has Just Been Added to the Everhot Line



Designed, built and priced right in between a casserole and a roaster-oven, this new Everhot No. 930 Automatic Electric Roasterette squarely meets the urgent demand of the market for such an appliance. This Everhot unit also embodies two new features which users and dealers have been clamoring for — automatic heat control and a removable inset pan. Get your order in at once.

#### SPECIFICATIONS

Finished in true white synthetic heat resistant enamel, trimmed in blue-gray and polished aluminum. Exterior dimensions, overall 12 x 14 x 9½ inch height. Knobs and Handles of cool plastic.

Automatic thermostat controls temperatures automatically just by dialing the degree desired. Sensitive and economical in its use of current, turning electricity on and off as needed to maintain even heat.

Inset pan is 5 qt. capacity and is of heavy gauge aluminum, seamless drawn

and with new Alumilite finish which is practically stainproof.

Body is made of steel and aluminum with Owens-Corning Fiberglas glass wool insulation.

Electrical system of finest grade. Listed under the re-examination Service of Underwriters Laboratories. Wattage, 700. For use on 110/120 volt alternating current. Precision assembly throughout. Comes complete with detachable cord and cook book.

Retail list price \$19.95.

#### They're All Reading About EVERHOT

Everhot advertising in *Ladies' Home Journal*, *Woman's Home Companion*, *Better Homes and Gardens*, *Household Magazine* and *Holiday* is reaching a total circulation of 14,137,820 in May and June issues. These magazines are read for weeks after publication. Promote — display Everhot and cash in on this big Everhot campaign.

**THE SWARTZBAUGH MFG. COMPANY**  
TOLEDO 6, OHIO • ESTABLISHED 1884

# EVERHOT PRODUCTS

ROASTERS... HEATERS... APPLIANCES

## ELECTRICAL APPLIANCE News NEW PRODUCTS



#### NORGE Water Heaters

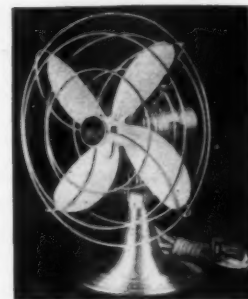
Norge Div., Borg-Warner Corp.,  
Detroit 26, Mich.

**Models:** Round heaters in sizes from 12 to 82 gal capacity; and a 30 gal. table-top model.

**Selling Features:** Round models size range: 12, 20, 30, 40, 52, 66 and 82 gal.; have hyper-sensitive thermostats turning heat on and off automatically; direct-contact "Nichrome" elements imbedded in magnesium oxide sealed in seamless copper tube and projected directly into water; ¾ in. glass fiber insulation between tank and jacket; special cold water baffle; hot water outlet with heat trap at top of tank; easy-to-clean white cabinet; steel tank; magnesium rod; relief valve tee on top of tank; available in single and double element models; Table top model for kitchen or laundry room installation is 36 in. high; recessed base permits

position; aluminum-alloy activator cleans all types garments; porcelain-enamelled, self-draining tub mounted on rubber gasket; friction-driven pump empties tub in 2-min.; ¾ h.p. motor, rubber-mounted motor and "Permadrive" mechanism has only 4 moving parts; 26 in. diam; 49 in. high.

*Electrical Merchandising*, June 1, 1948.



#### CHROM-EVER Fan

Asquith Associates Inc.,  
131 State St., Boston 9, Mass.

**Device:** "Chrom-Ever" 10 in. oscillating fan.

**Selling Features:** Satin aluminum finish, nickel plated steel frame; weighted base; motor housing ventilated for cool operation; oilless bearings; also available in 8 in. stationary desk model.

*Electrical Merchandising*, June 1, 1948.



heater to fit close to wall allowing for baseboard extension; available with single or double "Nichrome" elements imbedded in magnesium oxide and sealed in copper tubing; separate thermostat for each element; automatic current shut-off when proper temperature is reached; 3-in. glass fiber insulation; porcelain enamel top; magnesium rod to retard corrosion.

*Electrical Merchandising*, June 1, 1948.

#### G-E Conventional Washer

General Electric Co., Bridgeport 2, Conn.

**Model:** No. AW-432 wringer-washer.

**Selling Features:** New wringer gives operator instinctive, split-second control of rolls; holds 10 lbs. dry clothes; when wringer is operating a slight push or pull or gentle tug on clothes instantly stops rolls; pressure may be then released by striking pressure bar above rolls; no position latch—it may be moved from one position to another with one hand and will lock automatically in new



#### G-E Time Switch

Meter and Instrument Div., General  
Electric Co., Schenectady 5, N. Y.

**Device:** Type T-47 time switch for use in poultry houses, homes, apartments, for operating driveway and hall lights.

**Selling Features:** Operated by synchronous self-starting permanently lubricated Telechron motor; for on-and-off timing of a single circuit and will perform one "on" and one "off" operation during any 24-hr. period and continue to do so daily without adjustment; single-pole, single-throw mechanism with large, silver, snap-action contacts; large 24-hr. clock dial easily read and adjusted; manual or automatic; adjustable switch-tripping clamps permanently attached to dial for setting switch for automatic operation; clamps allow minimum setting of 5-min. and maximum setting of 22-hr. between "on" and "off" operations.

*Electrical Merchandising*, June 1, 1948.



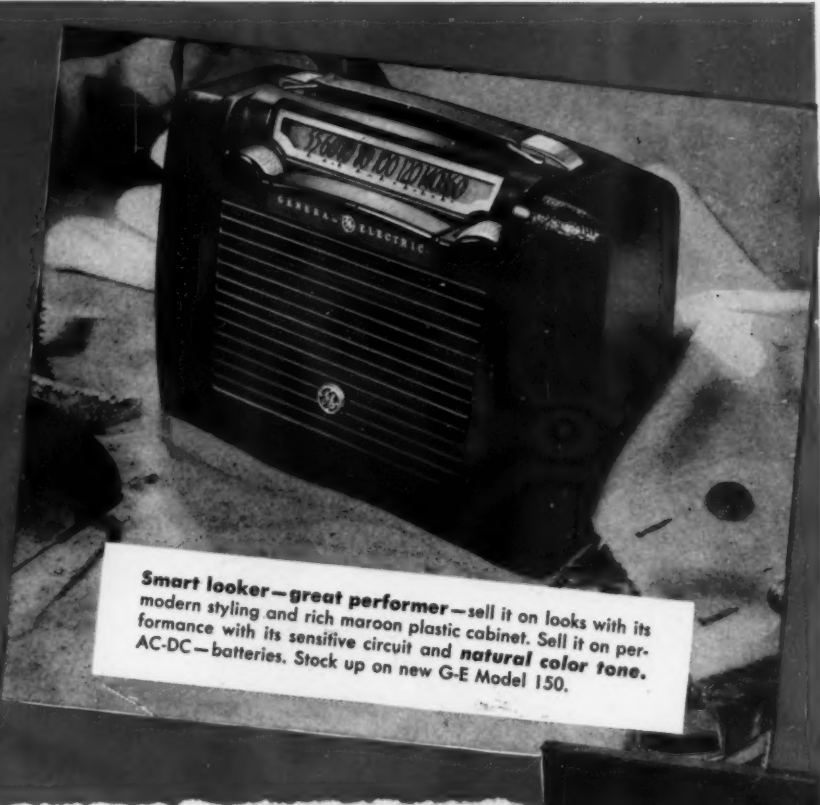
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9 in.

1948.

*Don't Let  
Vacation Money Skip Town*

# SELL G-E PORTABLES



**Smart looker—great performer—sell it on looks with its modern styling and rich maroon plastic cabinet. Sell it on performance with its sensitive circuit and natural color tone. AC-DC—batteries. Stock up on new G-E Model 150.**

## *Cram fun-seekers' cash into your till!...*

Now is the best time of all to display, advertise and sell G-E Portables. These portables are your best bid for the vacationist's dollar. National political conventions give you an extra sales story. Only a portable can bring in these exciting sessions wherever the customer may be.

General Electric has prepared powerful advertising promotion to help you cash in on this opportunity. For complete information call your G-E radio distributor or write today to *Receiver Division, General Electric Company, Electronics Park, Syracuse, New York.*



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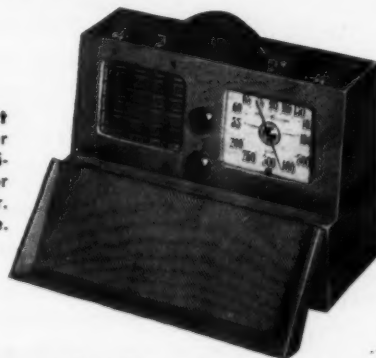
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1948.

● **Teen-agers tumble for this one!** G-E smart personal portable. So light—only 5½ lbs. So compact—only 8½" high. AC, DC or batteries. Sturdy metal case. Glorious tone. Model 140.



● **Handsome as smart luggage!** Sell it in either gray tweed or simulated alligator. Plays on AC, DC, or batteries. Plenty of power. Sharp tuning. Fine tone. Model 254TW or 254A.



● **For customers with money for the best!** Self-charging. 6 bands, standard broadcast with 5 short-wave. Push button controls. Console-type tone and performance. Sturdy, military-type, cast aluminum chassis and cabinet. Model 260.



## *Backed by powerful G-E advertising and promotion!*

Magazines: Full pages in Life, Look, S.E.P., Country Gentleman, Progressive Farmer and Farm Journal with their 60,000,000 readers.

Radio: G-E House Party with Art Linkletter on CBS where 99,000,000 people gather every week and the Fred Waring program on NBC.

Promotion: Everything you need. Displays, ads, banners, folders, etc. to help sell G-E portable radios like hot cakes.

# GENERAL ELECTRIC

177-88

PORTABLES • TABLE MODELS • CONSOLES • FARM SETS • AUTOMATIC PHONOGRAPH COMBINATIONS • TELEVISION

ELECTRICAL MERCHANDISING—JUNE 1, 1948

PAGE 143

1, 1948.

ISING

One of your  
best selling helps  
is . . .



Why does a woman buy a new electric range?

For cooking. Of course! Not for admiring. Not for fiddling around with.

And where does she do *most* of her cooking? On *top* of the range, say home economists. And that's your cue.

**Play up the four vital spots — the surface heating units of the ranges you handle.**

Before you do, though, make sure the units on your ranges are *Sheathed in INCONEL*.\* Then you can talk confidently about advantages every woman recognizes.

Inconel Sheathed Heating Units (you'll say) always heat quickly and evenly. They never

rust. Don't warp, crack or scale. Always look nice. They aren't damaged by spill-overs. And they're the next thing to self-cleaning, because spilled foods burn right off.

Built to last for the life of the range, Inconel Sheathed Heating Units are economical to operate. They keep bills low.

Remember as many of those facts as you can. When you talk with your next electric range prospect, build your story around the performance of Inconel Sheathed Heating Units. On *top*, they're tops!

\*Reg. U. S. Pat. Off.

**THE INTERNATIONAL NICKEL COMPANY, INC.**  
67 Wall Street, New York 5, N.Y.



LET *Inconel* HELP YOU SELL



**ELECTRICAL APPLIANCE**  
*News*  
**NEW PRODUCTS**

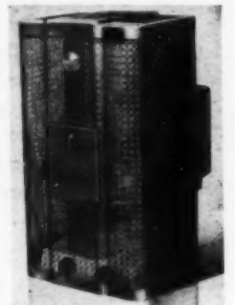


**NORGE Oil Burning Heaters**

*Norge Div., Borg-Warner Corp.,  
Detroit 26, Mich.*

*Models: 2 Fastemp models FH-70-8 and FH-55-8; Hytemp HH-50-8, and Raytemp DRH-37-8.*

*Selling Features: Fastemp models have L-shaped heat exchanger; porcelain enamel inside and out; downdraft "Whirlator" tube; triple-air oil burner; steel console cabinet; large porcelain-enameled humidifier; sure-flo oil tank and strainer filler-cap; large end doors; removable steel top grill; low flue opening; leveling*

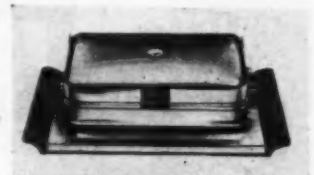


*glides; automatic chimney draft regulator; constant-level oil meter; single-dial heat selector and visible tell-tale oil gauge; model FH-70-8 has 65,000 btu heating capacity; model FH-55-8 has 55,000 btu capacity.*

*Hytemp model has 50,000 btu capacity; giant vertical heat exchanger; triple-air oil burner; and many of the features listed above.*

*Raytemp model has 37,000 btu capacity; a vaporizing oil burner.*

*Electrical Merchandising, June 1, 1948.*



**PRINCESS Sandwich Toaster**

*Newark Appliance Corp. Inc.,  
92-96 South 6th St., Newark 7, N. J.*

*Device: Combination sandwich toaster and waffle iron.*

*Selling Features: Aluminum waffle molds interchangeable with plates for grilling foods and toasting sandwiches; top can be laid back to give 2 cooking surfaces; operates on a.c.-d.c.; chrome finish; cool wood handles.*

*Electrical Merchandising, June 1, 1948.*



## Judicial reform is nearer ... because women acted!

**WOMEN USED THEIR POWER** to work for judicial reform when they learned about widespread corruption from COMPANION article "Behind The Black Robes." Thousands of reprints were requested; the drive was spurred by extensive radio and newspaper publicity.



**COMPANION HAS PULL**—In 1947 more than 283,000 copies of COMPANION mailing pieces based on COMPANION editorial material were bought through the mails by readers! Over \$46,000 was paid for these—mostly in nickels and dimes!



**LADIES GIVE YOU THE EYE**—1947 Lloyd Hall figures show that the COMPANION has the highest percentage of editorial material in the service field. And Starch figures put the COMPANION at the top in visibility of major space units!



**GOES WHERE THE MONEY IS**—1947 Consumer Market Data Book shows that the COMPANION has the greatest circulation percentage of any service book in those areas that lead the country in retail sales! COMPANION women have the money to spend!

### WOMAN'S HOME COMPANION

Monthly Circulation More Than 3,750,000

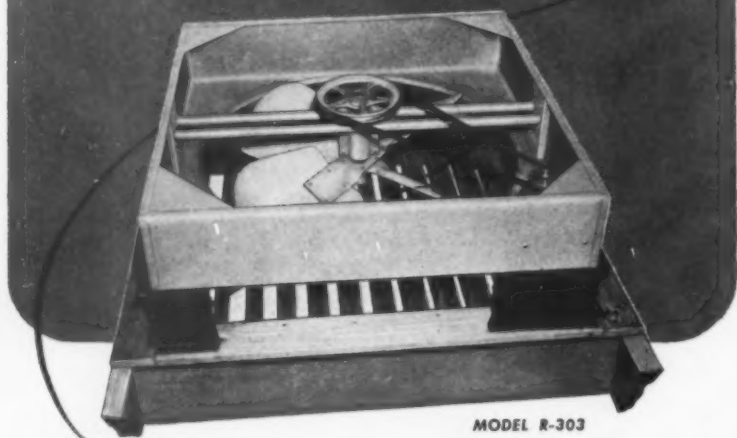
THE MAGAZINE OF PERSONAL SERVICE, HOME SERVICE, PUBLIC SERVICE

#### RESULTS IN ADVERTISING—

Products advertised in the COMPANION have a big advantage—the NUMBER ONE editorial boost! No wonder dealers find it more profitable to display these Electrical Products!

- Amana Home Freezer
- Bendix Automatic Washer
- Camfield Automatic Toaster
- Domestic Sewmachines
- Durabilt Irons
- Easy Washer & Ironer
- Electrestem Baby Chef
- Everhot Appliances
- "Filtex" Vacuum Cleaner
- Frigidaire Automatic Washer
- Frigidaire Electric Range
- Frigidaire Refrigerator
- G-E All-Electric Laundry
- G-E Clocks
- G-E Irons
- Handyhot Appliances
- Hotpoint Refrigerator
- International Harvester Freezer
- Lauderall Home Laundry
- Maytag Washer & Ironers
- Nesco Chef Automatic Electric Range
- Norge Electric Water Heater
- Philco Refrigerator
- Regina Elektrikbroom
- Silex Steam Iron
- Simplex Automatic Ironer
- Sparton Radio
- Speed Queen Washers & Ironers
- Westinghouse Electric Home Appliances
- White Sewing Machines

New Business, New Profits  
with the LAU *Rancher*



MODEL R-303

▼ An outstanding new addition to the famous LAU "Niteair" profit-making line of fans.



From Maine to California. Yes! From coast to coast, those who sell solid comfort are getting solid profits! It's easy with the LAU Rancher, a complete package unit for buildings with low-pitched roofs.

Let that sun shine down! The hotter the weather, the better your sales will be! Your customers will be happy too, because you've sold them cooling comfort for many summers.

Many outstanding features insure superior performance at low-cost

- ✓ Complete Package Unit—4 bladed fan
- ✓ Vertical Air Flow—Horizontal Mounting—Belt Drive
- ✓ Air Tight Cushion Seal
- ✓ Fire-Resistant Sheet Metal Plenum
- ✓ Automatic Ceiling Shutter with Aluminum Molding
- ✓ Automatic Control, Fuse Link Switch
- ✓ Automatic Time Switch (accessory)
- ✓ Sealed Bearings for All Moving Parts

For an economical, long lasting, cooling unit of rugged construction, investigate the LAU Rancher, today!

Write Dept. "M" for complete information or contact your jobber today!

LAU

The LAU BLOWER Co.

*Certified Ratings*



# ELECTRICAL APPLIANCE

## *News*

### NON-ELECTRICAL PRODUCTS



#### EKCOWARE Set

*Ekco Products Co.,*  
1949 N. Cicero Ave., Chicago 39, Ill.

*Device:* 5-piece set of stainless steel utensils with thick copper bottoms for use with electric ranges.

*Selling Features:* Set consists of a 1½-qt. saucepan; 2-qt. double boiler with 2-qt. insert; and a 10-in. French Chef skillet; this basic set can be added to at anytime; latest additions to line include an 8-cup percolator, 4-qt. covered saucepot with metal side and cover handles and a 4-qt. dutch oven.

*Electrical Merchandising, June 1, 1948*

white ducco finish; swivel clamps for attaching to any size or shape tub; 2 in. white rubber rolls; adjustable roll pressure; automatic drainboard.

*Electrical Merchandising, June 1, 1948.*



#### GLEASON Hand Truck

*Gleason Corp.,*  
3043 N. 30th St., Milwaukee 10, Wis.

*Device:* No. 5505 appliance hand truck.

*Selling Features:* Designed for use by appliance dealers in moving appliances, water heaters, radios, juke boxes; moves heavy appliances quicker and easier; 10-in. diam. oversize heavy-duty wheels and tires take steps and bumps without disturbing load; Jumbo 2½ in. rubber tires; adjustable webbing straps hold load securely against soft 3-in. scratch-proof felt pads.

*Electrical Merchandising, June 1, 1948*



#### REPUBLIC Containers

*Republic Molding Corp.,*  
4641 W. Lexington St., Chicago 44, Ill.

*Device:* Containers for refrigerators etc.

*Selling Features:* Flexible and practically indestructible, the manufacturers say; unaffected by hot or sub-zero temperatures; odorless, tasteless, sanitary; 3 nesting utility bowls; large salad bowl; 5 and 3 lb. ice buckets; square and rectangular refrigerator dishes with covers; comes in pastels and white.

*Electrical Merchandising, June 1, 1948.*



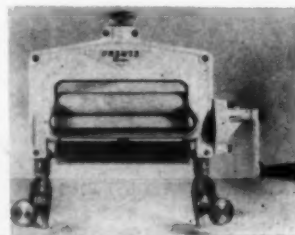
#### VACULATOR Coffee Makers

*Hill-Shaw Co., 311 N. Desplaines,*  
Chicago, 6, Ill.

*Models:* Cameo line in three sizes; 4-cup Honeymoon; 8-cup Family and Party size 12-cup.

*Selling Features:* Features platinum banded glass decoration and ivory toned plastic accessories.

*Electrical Merchandising, June 1, 1948*



#### FRANTZ Wringer

*The Frantz Mfg. Co.,*  
3650 E. 93rd St., Cleveland 5, Ohio

*Device:* Frantz hand-powered wringer.

*Selling Features:* Short nickel plated handle with wood grip for easy cranking motion and 3-to-1 gear reduction; all aluminum frame;

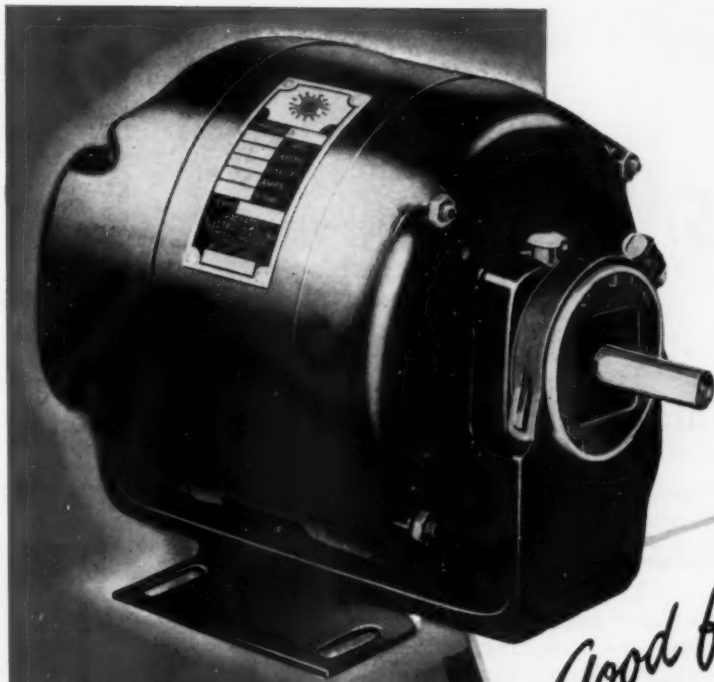
#### DE-MOIST Dehumidifier

*G. N. Coughlan Co.,*  
29 Spring St., West Orange, N. J.

*Device:* De-Moist dehumidifier.

*Selling Features:* Absorbs excess dampness that causes mold, mildew odors, rust up to 100% of its weight without dripping; can be regenerated by baking in hot oven; 50 oz. size for basements, attics, laundry rooms, etc.; regular 12-oz. size for use in closets, small rooms.

*Electrical Merchandising, June 1, 1948*



*Good from End Plate  
to End Plate*

# PACKARD SUNLIGHT MOTORS

Every detail of Packard Sunlight Motors is engineered and built to give lasting satisfaction. Shafts are machined with care. Journals are designed for long life. Windings are uniform in quality, carefully insulated. Packard Sunlight motors are built throughout to help safeguard performance . . . and increased plant facilities promise fast delivery on new orders.

**PACKARD  
SUNLIGHT MOTORS**  
for  
compressors  
washing machines  
power-driven  
bench tools  
ironers  
milk separators  
milking machines  
furnace blowers  
stokers  
oil burners  
water pumps  
ventilators  
and many other  
applications



*Packard*  
TRADE MARK

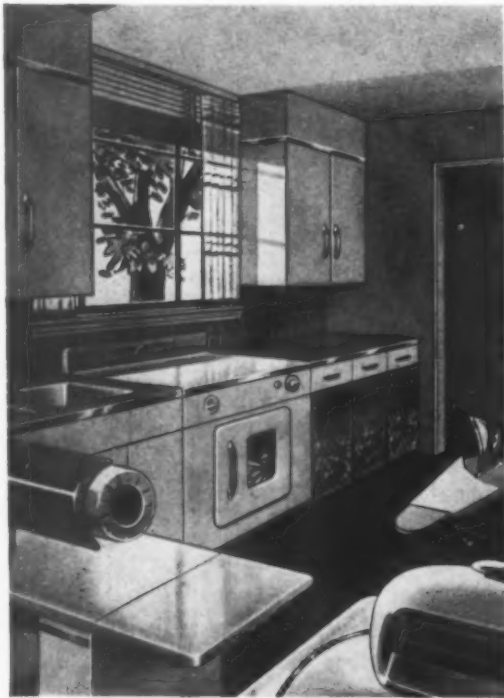
Packard Electric Division, General Motors Corporation, Warren, Ohio

DEPENDABLE APPLIANCE MOTORS FOR THIRTY ONE YEARS

**DON'T  
SELL WASHERS!**

**Sell complete home laundries!**

To make big money in this business, you have to think big and do big. Why take only the profit on a single appliance — if in many cases you can sell four or five major items at a time?



More and more, Mr. and Mrs. Consumer are thinking in terms of complete home laundries. In more and more national advertising, exciting illustrations and convincing copy are building desire for the home laundry's advantages.

Alert dealers are making the most of this trend by featuring complete laundries (washer, drier, ironer, cabinets, accessories) in their stores and in their advertising.

You can bring the complete home laundry within reach of most customers by offering a unit-at-a-time delivery plan. Your local Graybar Merchandising Specialist can help you work out details.

In most territories, GRAYBAR CAN SUPPLY LEADING LINES OF ALL THE PRINCIPAL UNITS AND SALES-AIDS FOR BIG-PROFIT HOME LAUNDRY SELLING.

NATIONALLY ADVERTISED  
APPLIANCES AND RADIOS

recommended by  
**Graybar**

**MAIL THIS COUPON!**

4854

Appliance Department  
Graybar Electric Company, Inc.  
Graybar Building  
New York 17, N. Y.

Without obligating me in any way, please tell me what home laundry appliances you distribute in my community — and how you can help me boost sales.

NAME \_\_\_\_\_  
STORE \_\_\_\_\_  
ADDRESS \_\_\_\_\_  
CITY \_\_\_\_\_ ZONE \_\_\_\_\_ STATE \_\_\_\_\_

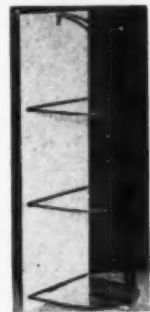
**ELECTRICAL APPLIANCE  
News**  
Non-Electrical Products



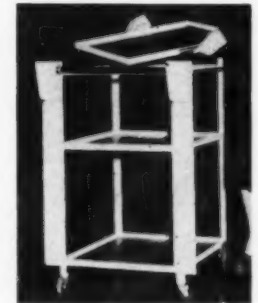
**AMERICAN Shelves and Cart**  
American Central Div., Avco Mfg. Corp.,  
Connersville, Ind.

Device: American wall and base what-not shelves; and Serv-cart.

Selling Features: "What-Not" shelves for decorative finish to cabinet ends at window and over sink; glass shelves in stainless steel frame; fit at end of any 30 in. wall cabinet.



Base "what-nots" for finishing complete island or peninsula installation of base cabinets and for separating breakfast nook from kitchen; shelves are of steel covered with linoleum and hold china and pottery.



Serv-Cart, made of aluminum with removable top tray can be moved to any part of kitchen on ball-bearing, rubber tire wheels.

Electrical Merchandising, June 1, 1948.



**BUCKEYE Coffee Maker**  
The Buckeye Aluminum Co., Wooster, O.

Model: Bell Balanced No. 1072½; 10 cup capacity; broad, heat holding base; extra thick sides; 12 gauge aluminum body.

Electrical Merchandising, June 1, 1948.

**SOMETHING'S GOING TO HAPPEN . . .**

# SUNDAY JUNE 20

**STARTING A NEW ERA IN LOCAL ADVERTISING  
COOPERATION FOR MAJOR APPLIANCE RETAILERS!**

What would you say, Mr. Major Appliance Dealer, if in addition to running a dominant advertising campaign in LIFE, BETTER HOMES & GARDENS, McCALL'S and other national magazines—a leading electric range manufacturer would agree to spend over \$75,000 for advertising in your town—in ONE DAY?

That's exactly what's going to happen in your town—on SUNDAY, JUNE 20. \$75,000 worth of Presteline advertising in The American Weekly—local impact advertising that will hit the best electric range prospects in your town. Think what this means to you!

Presteline is dominating the June 20th issue of The American Weekly—with two full pages in 4-colors—plus three big ads on three additional pages. 23,000,000 people in 23 big marketing areas will know "PRESTELINE GIVES MORE FOR YOUR MONEY!"

No other advertiser has ever equalled this giant-sized advertising push—this local advertising that Presteline is doing for you. Make the most of this spectacular promotion. Tell the world you sell Presteline Electric Ranges. Call your Presteline distributor for complete dealer tie-in material, including display ideas, radio announcements and ad-mats. Call today!



# Presteline

**America's Greatest Electric Range Value**

Products of Pressed Steel Car Co., Inc. Since 1899 Makers of Fine Steel Products  
Domestic Appliance Division • 666 Lake Shore Drive • Chicago 11, Illinois

\*T.M. Reg. U. S. Pat. Off. Applied For.

**IT WORKS  
BOTH WAYS**

"Same insulation  
they use in the best  
commercial  
refrigerator cases!"



...a swell feature to have  
...a swell feature to sell

"Same insulation they use  
in modern home-freezers!"



\*Fiberglas is the trade-mark (Reg. U. S. Pat. Off.) for a variety of products made of or with glass fibers by Owens-Corning Fiberglas Corporation.

OWENS-CORNING  
**FIBERGLAS**  
INC. REG. U.S. PAT. OFF.

**THERMAL  
INSULATION**

**ELECTRICAL APPLIANCE**  
*News*

**NEW LIGHTING PRODUCTS**



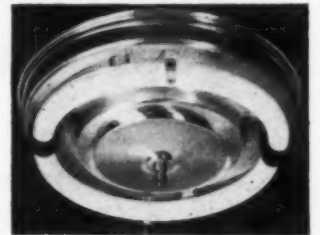
**NON-SHOCK Safety Socket**

S. P. Socket Co.,  
270 Park Ave., New York 17, N. Y.

*Device:* SPS Non-Shock safety socket No. 8051 cannot shock when wired in usual manner.

*Selling Features:* Automatic disconnect mechanism provides positive protection even if fingers are accidentally pushed deep inside when current is on; medium base, electrolier, turn knob socket, brass shell.

*Electrical Merchandising*, June 1, 1948.



**JACWO Fixture**

Jacwo Electric Co.,  
202-15 Jamaica Ave., Hollis 7, N. Y.

*Device:* Circlarc fluorescent fixture. *Selling Features:* Available in gold, blue, pink and silver iridescent, white baked enamel or lacquered chrome; complete with 18-watt, 12 in. Circlarc bulb—no dark spots; fixture 14 in. diam.

*Electrical Merchandising*, June 1, 1948.

**GRIPIT Plug Cap**

Ruppert Mfg. Corp.,  
71-73 Bruen St., Newark 5, N. J.

*Device:* Gripit attachment plug cap. *Selling Features:* Bakelite body; cord hole  $\frac{3}{8}$  in. diam.; blades can't pull out or bend; brown, black or ivory.

*Electrical Merchandising*, June 1, 1948

**WESTINGHOUSE De-Icer**

Westinghouse Electric Corp.,  
Pittsburgh 30, Pa.

*Device:* Livestock water trough de-icer.

*Selling Features:* 10-in. floating de-icer placed in tank or trough and 16 ft. rubber covered cord plugged into 110-115 outlet; de-icer hangs down into tank out of way of livestock and is easily nosed aside; accurate temperature control provided by an automatic built-in Uni-Therm thermostat that disconnects element when heat is no longer needed to keep ice from forming; 500 watt Corox element.

*Electrical Merchandising*, June 1, 1948





Now... **22,559,129 FAMILIES**

ARE READING ABOUT THE ADVANTAGES OF

**MET-L-TOP**

TRADE MARK REGISTERED

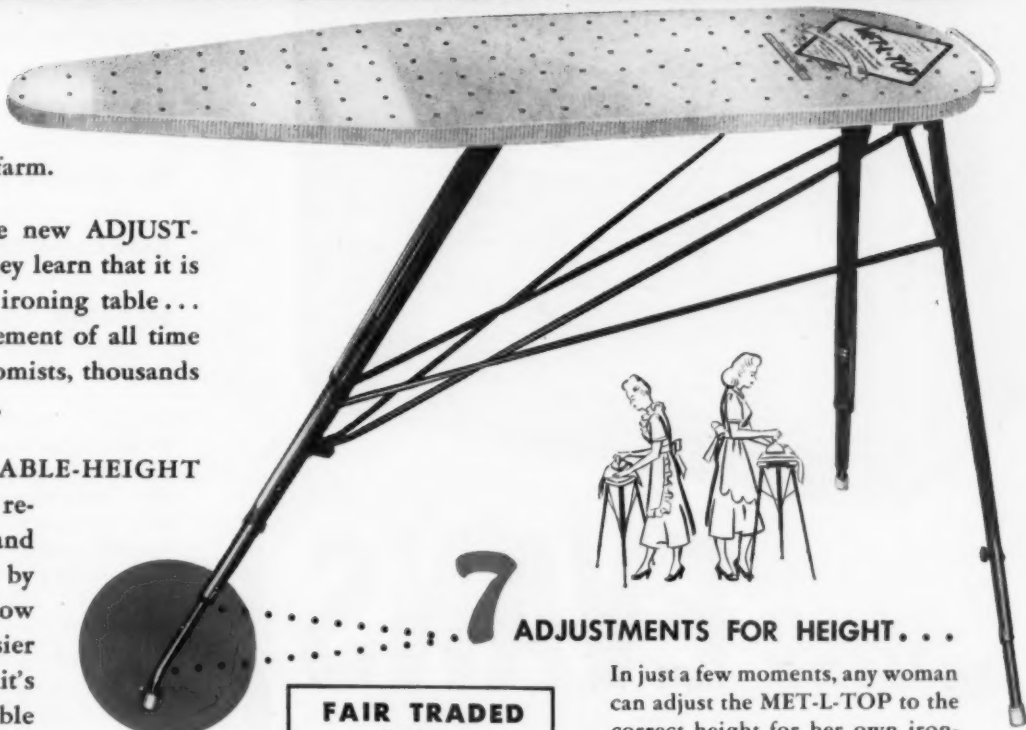
*Adjustable-Height* **IRONING TABLE**

● It's a comprehensive list... going to the young married women as well as the matrons, in cities, in towns and on the farm.

When women read about the new ADJUSTABLE-HEIGHT MET-L-TOP, they learn that it is a different and definitely better ironing table... proclaimed the greatest improvement of all time in ironing tables by home economists, thousands of users and dealers everywhere.

The MET-L-TOP ADJUSTABLE-HEIGHT IRONING TABLE definitely relieves back strain, arm strain and ironing fatigue usually caused by ironing on a table that is too low or too high. It makes ironing easier and faster... and remember, it's the original all-metal ironing table with ALL THESE EXTRA ADVANTAGES:

**FIRE-PROOF, WARP-PROOF, CRACK-PROOF, VENTILATED, NO WOBBLE, NO SQUEAKS, NO CREEPING PROVIDES LIFETIME DURABILITY...** and the PROTECTOREST serves as a hanger for the table when not in use... or a convenient rest for standing the table on end. Protects the pad and cover. The MET-L-TOP is COMPACT... folds to set or stand in a space only 3½ inches deep.



**7 ADJUSTMENTS FOR HEIGHT...**

**FAIR TRADED**  
**\$10.45**  
 MET-L-TOP without adjustable legs  
**\$8.65**

In just a few moments, any woman can adjust the MET-L-TOP to the correct height for her own ironing comfort by a simple thumb-screw adjustment.



**BE SURE TO SELL** a MET-L-TOP tailored-to-fit pad and cover set with each table. You make two sales instead of one.

**EVANS** . . . *America's Most Salable Home Heater*

**NO OTHER HOME HEATER  
GIVES YOU SO MANY  
FEATURES TO SELL**

**NO OTHER OIL FIRED HOME HEATER ON THE MARKET TODAY OFFERS YOU SO MUCH  
TO TALK ABOUT. TELL THE STORY AND YOU MAKE A SALE!**



*Features your customers can see for themselves:*

**FIREPLACE WINDOW**

the cheery glow of an open fireplace

**FLOOR LEVEL HEAT**

healthful, comfortable heat where you need it

**BEAUTIFUL STYLING**

a piece of "furniture" you won't tire of

**GREATER HEAT VOLUME**

engineered heating efficiency at low cost

**DOWN DRAFT FAN**

utilizes the warmer air from the ceiling

**THREE-WAY HEAT**

heat is radiated, circulated and fan-forced

**HORIZONTAL BURNER**

easy to service, efficient in use

**SUMMER VENTILATION**

air circulation in hot summer months

Profit-wise merchants are discovering that the EVANS home heater line is the line that sells on sight. 21,500,000 existing homes and millions of new homes offer a profitable market that is getting bigger every day. Cash in NOW on the line that gives you more sales features than any other on the market . . . that means money in your pocket. Ask your Westinghouse representative to show you the Evans franchise presentation.

EVANS Home Heaters are nationally distributed by Westinghouse Electric Supply Company and other leading independent distributors.

*selling* **EVANS** }  
*means profits*



**EVANS PRODUCTS COMPANY**

HEATING AND APPLIANCE DIVISION • PLYMOUTH, MICHIGAN



# ELECTRICAL APPLIANCE

*News*

NEW RADIO PRODUCTS



## SIGHTMASTER Television Set

The Sightmaster Corp.,  
220 Fifth Ave., New York 1, N. Y.

Device: Model 10-S-2 "Living Stage" television receiver with Built-In picture clarifier, FM, and a specially designed Roto-Table.

Selling Features: Built-in clarifier gives 120 sq. in. picture with 3-dimensional effect; 10 in. tube; specially designed "Roto-Table" makes it possible to rotate set on its table to face the observer at any desired angle; 9 in. speaker; housed in hand-rubbed, streamlined cabinets available in walnut, mahogany or blonde.

Electrical Merchandising, June 1, 1948.



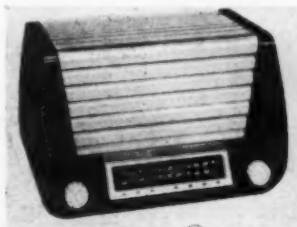
## SYMPHONIC Radio-Phono

Symphonic Radio & Electronics Corp.,  
292-298 Main St., Cambridge 42, Mass.

Device: No. 88, Armchair radio phono combination.

Selling Features: Steppable design, custom built cabinet, hand rubbed mahogany finish; slide out top for utility; 6-tube radio including rectifier; full vision, slide-rule dial; high fidelity Alnico permalloy No. 5 magnet PM speaker; separate volume control; Deluxe automatic 2-post Oak changer—plays and automatically changes up to 12-10 in. or 10-12 in. records; lightweight pickup arm with sealed moisture proof crystal; Permo Fidelitone Deluxe floating point needle; 115-volts, 60 cycle, a.c.

Electrical Merchandising, June 1, 1948.



## AIR KING Table Radio

Air King Products Co., Inc.,  
170 53rd St., Brooklyn, N. Y.

Model: "Marquis" table model FM-AM. No. A-650.

Selling Features: Housed in 2-tone polystyrene cabinet, 3 color combinations: brown with ivory, black with ivory and all ivory; 6 tubes including rectifier; Alnico V speaker, line cord antenna for FM with provisions for an outside antenna for both FM and AM plus a self-contained AM loop antenna; tuning ranges: 550-1700 on AM; 88-108 kc on FM.

Electrical Merchandising, June 1, 1948.



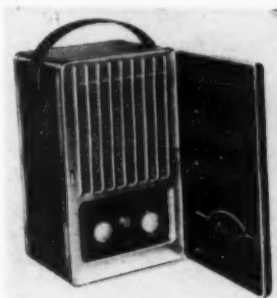
## PA-KETTE Inter-Talkie

Western Mfg. & Supply Co.,  
Kearney, Neb.,  
Pa-kette Electric Co., Kearney, Neb.,  
exclusive sales agents.

Device: Inter-Talkie communicating system, for use on farms, homes, offices, etc.

Selling Features: Room-to-room talking system without tubes, phones or plug-ins; only 2 small wires to connect; always turned on; 3 flashlight batteries in each unit; set complete consists of 2 units, 50-ft. wire; "Multitalkie" also available with from 2 to 7 stations.

Electrical Merchandising, June 1, 1948.



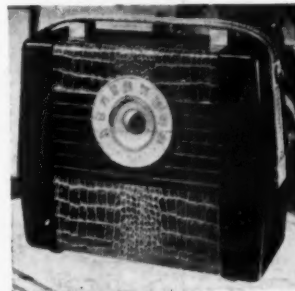
## TEMPLETONE Personal Radio

Templetone Radio Mfg. Co.,  
New London, Conn.

Device: New 3-way personal portable, "Companion," G-415.

Selling Features: Operates on a.c. or d.c. or on an "A" battery; 4 electronic tubes plus dry rectifier; 4-in. Alnico V PM dynamic speaker; 8 in. high, 4 1/2 in. wide, 4 1/2 in. deep; weighs 5 lbs.

Electrical Merchandising, June 1, 1948.



## RCA VICTOR Portable Radio

RCA Victor Div., Radio Corp. of America,  
Camden, N. J.

Model: 3-way portable No. 8BX5.

Selling Features: Operates on battery, a.c. and d.c. and features the Golden throat tone system; avc; built-in Magic Loop antenna; supersensitive permanent-magnet electro-dynamic speaker; 4 tubes and 1 rectifier; 9 1/2 in. high, 11 in. wide, 5 in. deep; maroon plastic and simulated alligator luggage-type cover; metal trim in complementary gold color.

Electrical Merchandising, June 1, 1948.



## SYMPHONIC Record Players

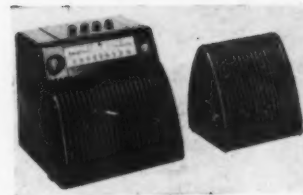
Symphonic Radio & Electronics Corp.,  
292-298 Main St., Cambridge 42, Mass.

Models: Concerto Deluxe No. 68 and Studio automatic No. 48.

Selling Features: No. 68 equipped with 3-tube amplifier; 6 1/2 in. high fidelity GE speaker of No. 5 Alnico Permalloy; full range tone control; separate volume control; pickup arm; crystal, with permanent, built-in jewel tipped styli; gearless automatic changer plays and automatically changes up to 12-10 or 10-12 in. records; 115 volts, 60 cycles a.c.; mahogany finish; slide out top for net.

No. 48 2-tube amplifier; high fidelity GE speaker No. 5 Alnico permalloy magnet; separate volume control and separate tone control; gearless automatic changer plays 12-10 or 10-12 in. records; 2-tone simulated leatherette covered wood cabinet.

Electrical Merchandising, June 1, 1948.



## DOR-A-FONE Radio

Setchell Carlson, Inc.,  
2233 University Ave., St. Paul 4, Minn.

Device: Model 458RD combination radio and inter-call system.

Selling Features: Equipped with 4-tubes and selenium rectifier; a.c. or d.c.; 5 in. Alnico V dynamic speaker in master and extension unit; plastic cabinet in black or ivory; push-button selector switch for radio or intercall; off-on indicator and illuminated slide rule dial; complete with extension unit and 50 ft. wire.

Electrical Merchandising, June 1, 1948.



## WEBSTER-CHICAGO Wire Recorder

Webster-Chicago Corp.,  
5610 W. Bloomingdale Ave.,  
Chicago 39, Ill.

Device: No. 78 wire recorder for home use with a radio receiver or high fidelity public address type amplifier and speaker.

Selling Features: Compact design; simple push button controls; complete with cords, plugs, microphone, 15-min. spool of wire and full instructions for connection; head phones may also be used for private playback.

Electrical Merchandising, June 1, 1948.



## ROBCO Collect-O-Meter

Robco Corp.,  
202 E. 44th St., New York 17, N. Y.

Device: Meter for coin controlling all types electrical appliances.

Selling Features: For use in selling appliances on time payment plan; time adjustment may be set for any desired period from 10-min. to 1-hr.; regulated control by nickel, dime, quarter or half-dollar; 14-gauge metal box 5-in. wide, 6 1/2 in. high, 3 in. deep; gray hammertone baked enamel finish; 5-ft. cord and plug set; easily installed on wall or appliance; plunger-type starting mechanism with electrical timer; 110 volts, 60 cycles.

Electrical Merchandising, June 1, 1948.



## Senorita Coffeebean —just the stopper for that shopper!

1. Watch your KitchenAid sales go to town, Senor Dealer, when you spend a few centavos on a pound of whole bean coffee. Shoppers can't pass up that compelling aroma of full-strength, freshly ground coffee—so different from the mild-tiredness of beans not freshly ground.



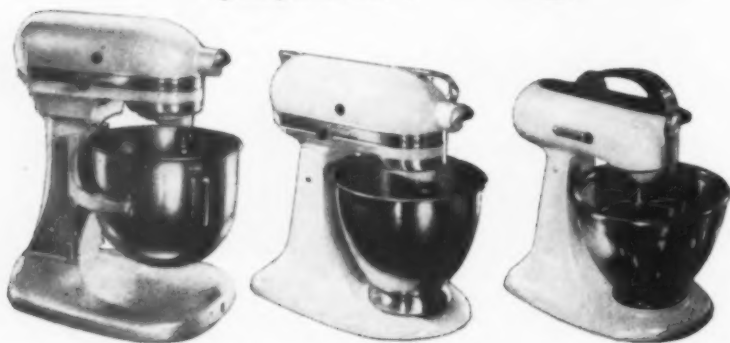
2. Then You Tell 'Em how flavor fades just like aroma—starting to evaporate the instant the bean is broken.

3. Then You Show 'Em how the KitchenAid Coffee Mill grinds coffee electrically, in any desired grind, right at the instant of brewing.



4. Then? Then, Senor, you take your order. That shopper is another customer!

She's a Customer for KitchenAid Food Preparers, too—so show her! KitchenAid gives you a full line of 3 Mixers to meet all requirements better—a complete range of attachments for every kitchen chore. Little brothers of big Hobart commercial mixers, they offer quality and performance in a class all their own. Check KitchenAid sales points and national advertising backing. Ask your distributor.



# KitchenAid

REG. U. S. PAT. OFF.

The Finest Made

KitchenAid Division • The Hobart Manufacturing Co. • Troy, Ohio

## In the Women's Magazines

### McCall's

In four colors, Elizabeth Sweeney shows consumers how to prepare fruit and vegetables for storage in the refrigerator and where each type of food should be stored for best results. The title of the article is, "What Goes Into Your Refrigerator," and it includes an interesting display of the foods that should *not* be kept in the refrigerator.

"Here's How to Defrost," is another refrigerator item in the same May issue, and the electric coffee maker and the electric coffee grinder get a mention in Ann Fisher's article on "How to Make Coffee."

### Ladies Home Journal

Gladys Taber continues her kitchen series in May's *Journal*. This time it's "A Bachelor Kitchen in a Weekend House"—an old house built over, and designed by Hal Williams. "A kitchen designed for vacation fun has special requirements," says Miss Taber. "It must be compact, usable, arranged for rapid cleanups. The one-wall kitchen helps give all these features."

### Good Housekeeping

"You need a good vacuum cleaner and a set of dusting attachments to keep a house really clean," says Helen W. Kendall in her May article, "A Clean House is Vacuum-Cleaned."

Readers interested in washability of fabrics will find some interesting points on the subject in "Good Wear in Cotton Dresses," by Elizabeth Ramsay and Annabelle V. Dirks.

### Woman's Home Companion

"Clean House Light Heart" by Elizabeth Beveridge, in *May Companion*, shows the various types of cleaners and polishers that give the best performance in various housecleaning jobs. It also includes information on such related products as waxes, synthetic detergents, brushes and liquid cleaners and polishers.

"With the aid of a mixer, popovers can be turned out in a jiffy," says Doris Tisdale, in "Popovers," same issue; and "Let Waffles Fill Your Bill," by Mary Dodds, gives some tempting waffle recipes, for use with an electric waffle iron.

### House Beautiful

"True Story of an Up-to-Date Kitchen," is a before-and-after tale of how a Grantwood N. J. family modernized their kitchen into a room of charm and efficiency.

Another story in the same issue—May—by Charlotte Eaton Conway, "What One Family Did with the Coal Bin," shows how a dreary cellar was remodelled into a combination laundry, playroom for children and game room for adults.

"Electric Casseroles are a Cool Answer to a One-Dish Meal," by Julie Polshek, illustrates some of the versatility of these appliances.

### What's New in Home Economics

Kitchen Planning and Vacuum Cleaners are the two electrical equipment units covered in *May What's New*. The kitchen planning article is a report on Servel's new development in kitchen planning, as told by Alice White of Servel; and the cleaner article designed for equipment and home-making classes discusses the various types of cleaners on the market, their use and their care.

### House & Garden

Small appliances—irons, clocks, coffee makers, waffle irons, roasters, mixers and cleaners get the limelight in "The Bride Outfits Her Kitchen."

And six pages are devoted to complete electric kitchens and laundry arrangements in "Keep House with Your Garden in View."

### American Home

Electric lawn mowers are prominent among the gardening equipment discussed by Hannah Reid Walker in "Get Ready for Good Gardening."

And in "Reborn at Fifty," Edith Ramsay shows another Victorian kitchen that got a face-lifting after many years.

### Family Circle

Julia Lee Wright's school for New Cooks teaches her readers "How to Freeze Strawberries and Asparagus" in *May's Family Circle*.

### Successful Farming

How a Washington County, Iowa, farmer remodeled his kitchen into a new stepsaving U-shaped kitchen is told by Ruth I. Foster in "A New Arrangement in an Old Kitchen."

### Household

In "Will you Be Warm in December," L. Morgan Yost, architect, discusses various types of house heating equipment including oil burning space heaters, the floor furnace type heater, as well as the year-round units.

## FRIGIDAIRE HAS IT!

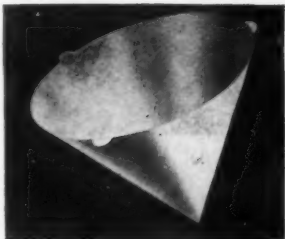
THE *New*  
MIRRO-MATIC  
Deep-Well  
PRESSURE COOKER

for pressure cooking!  
and pressure canning!

See page 9

# FILTER QUEEN

AMERICA'S *Bagless* CLEANER

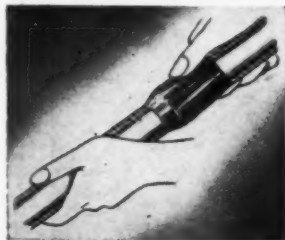


**The First and Only Vacuum with a Single Filter that Eliminates all Inside and Outside Bags or Cloth Filters as well!**

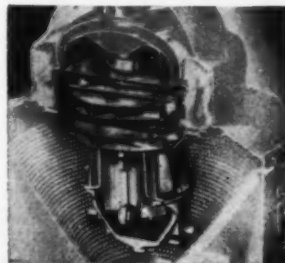
**EXCLUSIVE!** FILTER QUEEN needs only this single, cellulose filter to separate the dust and purify the air. The patented cone locator permits quick, easy filter insertion. And replacing the inexpensive filter gives the user the efficiency of a "brand-new" vacuum every month.



**EXCLUSIVE!** SANITARY OVERSIZE DUST COLLECTOR means less frequent emptying. More efficiency, too, because the larger size guarantees more thorough "air-washing" of the filter. Swivel connection at the container entrance permits hose to unkink itself "automatically" . . . another FILTER QUEEN exclusive.

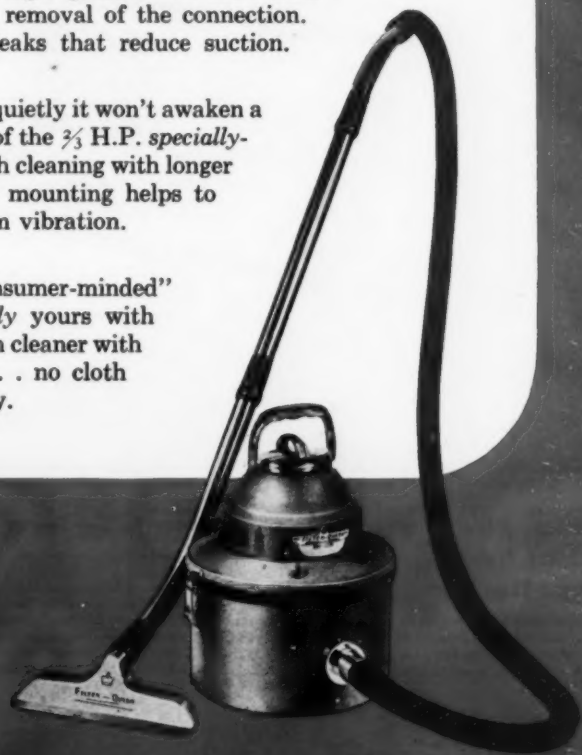


**EXCLUSIVE!** SNAP-ON LOCK-TIGHT CONNECTIONS can't fall off in use. Every connection snaps tight with just a slight pressure on the rubber dot. Another slight pressure permits easy removal of the connection. And the rubber mounting prevents air leaks that reduce suction.



**EXCLUSIVE!** POWERFUL MOTOR purrs so quietly it won't awaken a sleeping baby. The "air-cooled" engineering of the  $\frac{2}{3}$  H.P. specially-designed motor assures faster, more thorough cleaning with longer motor life as well. And the shear rubber mounting helps to sound-proof the motor and protects it from vibration.

Just four examples of FILTER QUEEN's "consumer-minded" engineering. These features are *exclusively* yours with FILTER QUEEN . . . the *first and only* vacuum cleaner with no dirty bag to empty (inside or out) . . . no cloth filter to clog with dirt and impair efficiency.



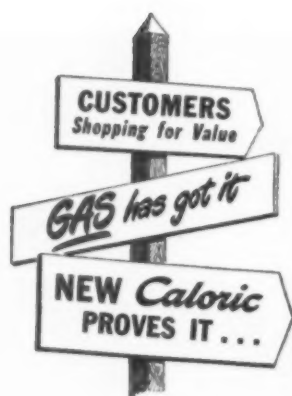
# FILTER QUEEN

America's Bagless Cleaner  
Division of HEALTH-MOR, INC.  
203 N. Wabash, Chicago, Ill.

ACCEPTED  
BY EXPERTS



FILTER QUEEN is fully protected by U.S. Patents (Nos. 1,894,044-2,284,100  
-2,170,200-2,194,201-2,198,202-2,209,400-2,209,201-2,209,202-2,209,203)



# YOUR Sales Signpost

Where are your sales and profits heading when customers shop for the biggest value?

Your profit opportunity is in the new Ultramatic Calorics. Demonstrate the features. Every one proves the top value of the Ultramatic Caloric line.

Remember—every Caloric Range, from 21" Compacto to 40" Six-burner fully automatic models, has the same basic construction features. With the Caloric line, you need no apologies . . . no compromise on features that make your selling easier.

Caloric Stove Corporation, Widener Building, Philadelphia 7, Pa.



### Promotion—Advertising —Sales Training Bigger Than Ever

Month-after-month advertising in national and rural magazines ★ Complete promotional plans, displays, literature ★ Sales and Service training.

### Profit from all these Selling Features

Automatic Oven Time and Heat Control ★ All Porcelain Fluorescent Top Light ★ Flavor-Saver Dual Burners—Guaranteed for Life ★ Seamless Porcelain Enamel Mono-Top ★ One-Piece Porcelain Burner Tray Compartment ★ Veri-Clean Elevated Broiler ★ Smokeless Broiler Rack ★ Hi-Lo Porcelain Easy-Drain Broiler Pan ★ Hold-Heat Door Seals ★ Patented Balanced-Action Door Mounting ★ One-Piece Porcelain Front Frame

**NEW Ultramatic**  
**Caloric**  
REG. U.S. PAT. OFF.  
**THE Automatic GAS RANGE YOUR CUSTOMERS WANT**



## NEW POSITIONS

### Eureka Williams Corp.

A. L. McCarthy, who first joined Eureka Williams in 1913 as a salesman, has been appointed executive



A. L. McCARTHY

### Thor Corp.

The board of directors of Thor Corp. recently elected Jason Hurley a vice-president for assignment to the sales



JASON HURLEY

vice-president, according to an announcement by Henry W. Burritt, president. Mr. McCarthy rose to vice-president in charge of sales before leaving Eureka in 1939 to join Bendix Home Appliances, Inc. He has retained a directorship in Eureka for 29 years.

department. He will take charge of sales in the company's central division, making his headquarters in Chicago. Prior to the war he was also connected with Thor's sales department.

### Ingersoll Utility Unit Div., Borg-Warner Corp.

The appointment of Charles R. D'Olive as vice-president and general manager of the newly created Ingersoll Utility Unit Division of Borg-Warner Corp. has been announced by

### Manning Bowman & Co.

A. Bersted, president of Manning Bowman & Co., has announced the appointment of John C. Sykora as vice-



JOHN C. SYKORA



C. R. D'OLIVE

president in charge of sales. Mr. Sykora was most recently vice-president of the Portable Products Corp. of Pittsburgh. Previously he was vice-president in charge of sales for Gould Division of the National Battery Co.

Roy C. Ingersoll, president of the division.

Mr. D'Olive was for many years manager of the appliance division of Stewart-Warner Corp. and served as vice-president of the National Electrical Mfrs. Assn. During World War II he was president of Frederick Hart & Co., producer of aircraft engine components and radar controls.

### Tuttle & Kift, Inc.

W. R. Tuttle, president of Tuttle & Kift, Inc., has announced that John McKee, recently appointed assistant to the president, has been promoted again, this time to the position of vice-president in charge of sales and advertising. Mr. McKee joined the company from the parent firm of Ferro Enamel Corp. He was associated with the Norge Division of Borg-Warner for many years in sales and as director of purchases.

### Zenith Radio Corp.

Glen L. Eckley, who recently joined Zenith after 22 years in executive production and cabinet procurement positions with several radio manufacturers, has been named manager of the cabinet procurement division of Zenith Radio Corp., according to J. E. Anderson, vice-president in charge of purchases.

# NEW

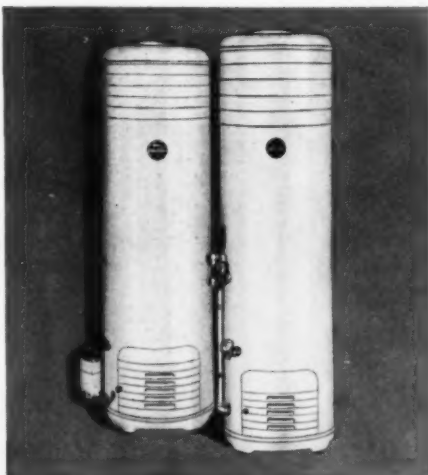
## LIBERAL WARRANTY and 10 year Protection Plan

### ...on all Duo-Therm water heaters!

Here's a gilt-edged, big-bertha of a sales point to add to all the others you have on Duo-Therm Water Heaters!

It can't help but mean more sales for you, more satis-

faction for you *and* your customers. Just lay this liberal Warranty and 10-Year Protection Plan on the line for your customers . . . and watch 'em lay cash on the line for Duo-Therm Water Heaters!



#### The Plan — In a Nutshell

Three kinds of protection meet all kinds of conditions!

**a.** For the first five years after installation of heater, a tank leak due to tank failure entitles purchaser to a *complete* new heater at no charge.\*

**b.** During the first year after installation, *any* parts which prove defective will be repaired or replaced free of charge.\*

**c.** From the 6th through the 10th year after installation, a tank leak due to tank failure entitles purchaser to a *complete* new heater on a liberal exchange basis.

\*exclusive of any applicable federal, state or local taxes.

#### Get the Details — and Get Going!

Ask your Duo-Therm distributor for details of this new Warranty and 10-Year Protection Plan. Read it for yourself and see how it gives you an even better sales story.

**It All Adds Up to More Sales, More Satisfaction!**

When you add the punch of Duo-Therm's Warranty and 10-Year Protection Plan to your basic, feature-packed Duo-Therm sales story, you've got the best deal in water heaters . . . for yourself, for your customers, for sales! Make the most of it, **NOW!**

*Duo-Therm Division of Motor Wheel Corp., Lansing 3, Mich.*

more than a million satisfied users

# Duo-THERM

always the leader

AUTOMATIC GAS AND FUEL OIL WATER HEATERS



FUEL OIL SPACE HEATERS



FUEL OIL FURNACES



© 1948

# This National Advertising is Selling INLAND ICE CUBE TRAYS for You!

*So Quick!  
So Easy!*  
big sparkling ice cubes  
freed instantly...

*Like Magic!*  
ice cubes  
in a twinkling!

**NEW INLAND  
"Magic Touch"  
ICE CUBE TRAY**  
Frees Plenty of Big Sparkling Ice Cubes Instantly

**So simple!** Just lift the "Magic Touch" lever, gently. The grid  
comes easily. There are your ice cubes—all separate, dry and free  
in the tray! Use one or more cubes now. The rest will be instantly  
ready later. You've always wanted that. Now you can have it, in  
your automatic refrigerator, with Inland "Magic Touch" Trays.

**And no mess!** Sticking trays?—splashing at the sink?—ice  
cubes on the floor?—melted, wasted cubes? Up to now, maybe.  
Made of sturdy aluminum for faster freezing and longer life.

**Now Available at Leading Dealers.** For your present refriger-  
ator, get "Magic Touch" Trays from refrigerator dealers, or  
other stores. And insure that your new refrigerator have them.

INLAND MANUFACTURING DIVISION, General Motors Corporation, DAYTON, OHIO



It's Appearing in  
**THE SATURDAY EVENING POST,  
COLLIER'S and  
BETTER HOMES AND GARDENS**

Of the fifteen to twenty million owners of auto-  
matic refrigerators, there are thousands, maybe  
hundreds of thousands, who are *your* customers  
and prospects, in *your* territory.

All these prospects, *your* prospects, are getting  
time-after-time sales appeals in the biggest-and-  
best magazines—like The Saturday Evening Post,  
Collier's and Better Homes and Gardens—with  
the full story of the marvelous new Inland  
"Magic Touch" Ice Cube Trays. That's pre-sell-  
ing—making sales and profits for you.

**Total Circulation  
Spring and Summer  
nearly 30,000,000**

How much market? You know that most homes  
have outmoded, battered, even useless ice trays  
—one, two or more of them. *Replacement*—new  
trays for *present* automatic refrigerators—that's  
your immediate opportunity for sales and profits.  
And the new Inland "Magic Touch" Ice Cube  
Trays are *so much better* that sales are amaz-  
ingly easy—and profits are quickly made.

**THE TIME FOR PROFIT IS—NOW!**

Get your share of these sales. Today, before you  
forget it, order Inland "Magic Touch" Trays  
from your manufacturer or jobber. Give them  
front display. Push them to service customers.  
Ride the wave of profits. And for continuing  
bigger sales and profits, *insist* that the refriger-  
ators *you* sell come factory-equipped with In-  
land Trays.

**INLAND MANUFACTURING DIVISION**  
General Motors Corporation • Dayton, Ohio

*"Magic Touch"*  
**ICE TRAYS BY INLAND**

MANUFACTURING



**NEW POSITIONS**

**Philco Corp.**

Frederick D. Ogilby, for the past  
year sales manager of the radio divi-  
sion of Philco Corp., has been ap-  
pointed to the new position of manager



F. D. OGILBY

of television sales, it was revealed  
recently by John M. Otter, general  
sales manager.

Mr. Ogilby joined Philco in 1931 as  
a sales representative in the New York  
division of Philco Distributors, Inc.,  
became sales manager in Brooklyn four  
years later, and in 1936 was named  
New Jersey sales manager for the  
branch. The next year he was placed in  
charge of sales for Philco Distributors,  
Inc. in New York. From 1938 to 1945  
he served as general manager of the  
Philadelphia division of Philco Dis-  
tributors and in October, 1945, re-  
turned to New York as general man-  
ager of that branch. He served in this  
capacity until May, 1947.

**Carrier Corp.**

O. W. Bynum, since 1946 manager  
of direct sales for Carrier Corp., has  
been promoted to general sales man-  
ager of the company, A. P. Shanklin,

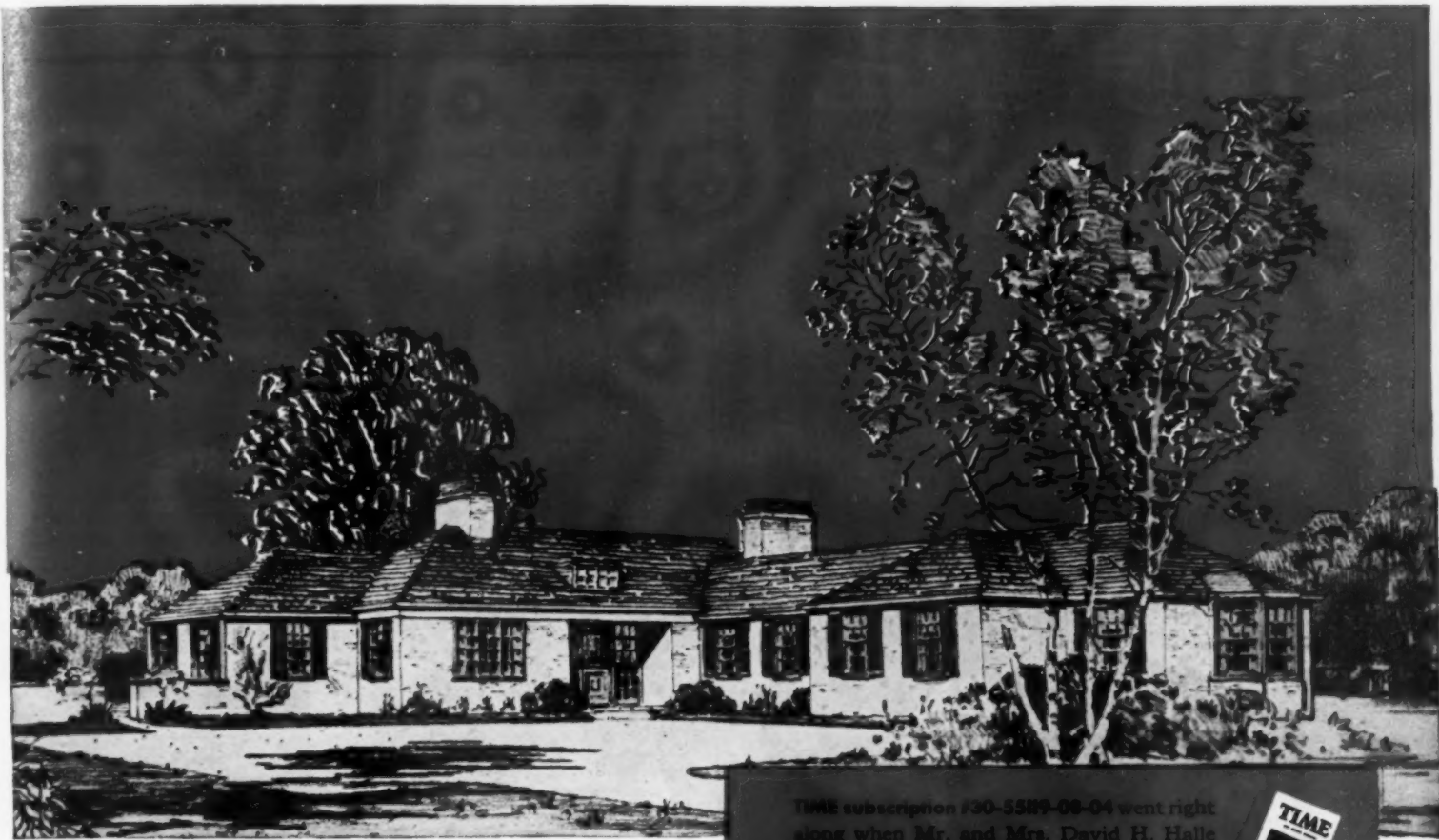


D. W. BYNUM

vice-president in charge of sales, an-  
nounced recently.

Mr. Bynum joined the company in  
1930 as a student engineer. After serv-  
ing in various engineering capacities  
in Newark, N. J., then the home office  
of the corporation, and in Chicago, he  
was branch manager in Dallas, Texas,  
for seven years. Subsequently he be-  
came manager of the southern region  
and from 1944 to 1946 was district  
manager with offices in Chicago.





Architects: Palmer, Fisher, Williams & Nex, Baltimore, Md.

TIME subscription #30-5587-08-04 went right along when Mr. and Mrs. David H. Halle moved into this new home in Pikesville, Maryland, recently.

## THE THINGS YOU MAKE *should be Displayed* IN THE SHOW-ROOM HOMES *of the Nation*

**W**HAT'S THE CONNECTION between your latest appliances and outstanding new homes like the Halles'?

The owners of "show-room" homes like the one above start new trends in building—and in buying. They are people who can afford to *replace* major appliances before they wear out, to *add to* their equipment as new ideas are developed; they are people like the million-and-a-half families who read **TIME**.

Not all the 850,000 homes owned by **TIME**-families have been built in the past year, of course. But brand-new or time-mellowed—they tend to be the admired, talked-about homes where other good prospects see your product displayed to best advantage.

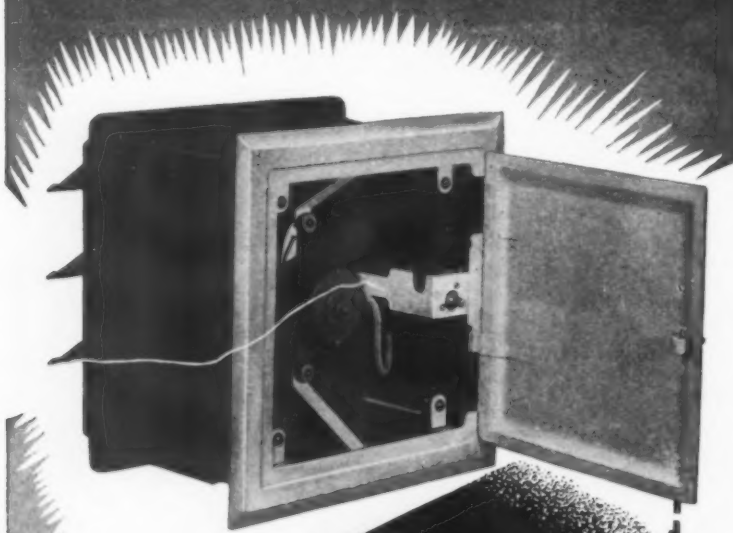
In **TIME**, your advertisements start a chain-reaction among 1,500,000 high-incomed, influential families at the *top* of your market—a reaction which spreads through the population.

**TIME**  
THE SHOW-PLACE FOR HOME APPLIANCES

ADVERTISING OFFICES • NEW YORK • CHICAGO • BOSTON • ATLANTA • PHILADELPHIA • CLEVELAND  
DETROIT • ST. LOUIS • LOS ANGELES • SAN FRANCISCO • TORONTO • MONTREAL • LONDON

# SIGNAL

MANUFACTURERS OF ELECTRICAL PRODUCTS



## KITCHEN VENT FAN

TWO TYPES ADJUSTABLE 6"-11" - 13" to 24"

10" QUIET TYPE FAN

MOTOR RUBBER MOUNTED-TOTALLY ENCLOSED

DOUBLE PROTECTION OUTSIDE SHUTTER; INSIDE DOOR

**C**HECK the features emphasized here, and you'll see why Signal Kitchen Vent Fans are popular with the trade and customers alike . . . features that all point to more sales . . . a quality product popularly priced to actually meet the demand for a kitchen necessity . . . an item needed the year 'round.

Beside the features shown here, opening and closing of the door with the handle starts and stops the motor—and opens and closes the shutters.

Find out more about Signal Kitchen Vent Fans. Write for catalog information now!

CAN BE INSTALLED IN NEW OR OLD HOMES!

**SIGNAL ELECTRIC MFG. CO.**  
Offices in all principal cities  
MENOMINEE, MICHIGAN

## NEW POSITIONS

### Roberts & Mander Corp.

Roberts & Mander Corp. has announced the appointment of Herbert



HERBERT E. FRITZ

E. Fritz as sales promotion manager. He has been with the firm since 1938 and has served successively as credit manager, service manager and sales representative. During the war years he was employed by Wallace & Co., business engineers.

### Fresh'nd-Aire Co.

The appointment of H. Hartmann as general manager of Fresh'nd-Aire Co., a division of Cory Corp., was announced recently by J. W. Alsdorf, president of Cory. Mr. Hartmann has been with the firm since 1944. In his new capacity he will carry complete responsibility for supervising, distribution, purchasing, sales and manufacturing of the company's air circulators and humidifiers.

#### New Sales Manager

Coincident with his appointment, Mr. Hartmann announced that J. W. Wallace would serve as general sales manager and Lewis Sell as chief production engineer.



JOHN W. WALLACE

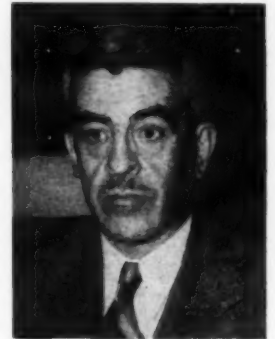
According to H. Hartmann, general manager, Mr. Wallace, who has been with the firm since 1944, succeeds the late D. B. Huggard, killed in a plane crash in Utah. Prior to joining the firm he was for ten years accident

prevention superintendent for the City of Mason City, Iowa.

The appointment of M. F. Noble and E. W. Gutzgell as assistant sales managers of Fresh'nd-Aire Co., Chicago, was recently announced by J. W. Wallace, sales manager. Mr. Noble was formerly employed in the sales methods division of the Western Coca Cola Bottling Co. Mr. Gutzgell was associated with the Ox-Fibre Brush Co.

### Perfection Stove Co.

A. B. McLaren has been named assistant sales manager of the Furnace Division of the Perfection Stove Co.



A. B. McLAREN

He has been with the company since 1930. He was recently manager of the division's service organization. In his new post he will concentrate on the development of the Superflex Furnace line.

### Edwin L. Wiegand Co.

The appointment of A. H. Cline as merchandising manager of the Edwin L. Wiegand Co., Pittsburgh, was recently disclosed by Bruce Fleming,



A. H. CLINE

vice-president in charge of sales. Mr. Cline has been associated with Sterling Drug, Inc., American Home Products Corp., and Diamond Alkali Co. He will supervise sales and promotion of Chromalox heating products.



## Big Board...

for smart Midwest farmers! . . . It helped save Howard Van Wyngarden, of Monroe, Ia. in a single year . . . 97 miles in milking, 187 miles handling milk, 135 miles distributing stock feed, 218 miles tending hogs, 91 miles feeding and watering hens—trimmed his yearly job trek from 1,092.6 miles to 344.5, saving the airline distance New York to Chicago . . . cut seventy-three 10-hour days off his time costs!

A plot of the farmstead is pasted on a plank, with a small nail at the site of every job. The farmer records his trips by threads stretched from nail to nail . . . studies duplication and waste travel. With re-arrangement, simplification, extra machinery and better methods, he can reduce distance, effort and time. To learn how motion and time studies improve the business of farming . . . read "You Walk Too Much", in the May issue, **SUCCESSFUL FARMING**, page 22.



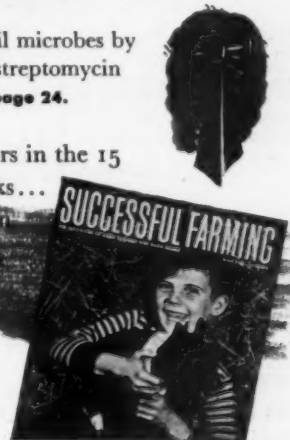
**Bird watchers** . . . Friends in feathers add millions to farm profits . . . eat injurious insects, destroy weed seeds . . . even hawks keep down rodents and rabbits . . . "Farm Birds Are Good Neighbors," page 31.



**Billion lives lost!** . . . Polymyxin recently isolated from soil microbes by research workers is saving human lives where penicillin and streptomycin failed . . . "A Billion Lives Sacrificed for One Ear of Corn!," page 24.

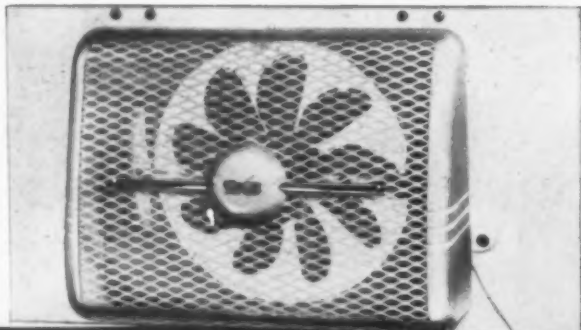
**Most missed market** . . . The best of the nation's farmers in the 15 Heart States read few general magazines, listen lightly to networks . . . are reached by **SUCCESSFUL FARMING** with 1,200,000 circulation among farmers with best soil, highest yields, largest income . . . 1947 gross \$9,890 (excluding gov't payments) . . . \$4,000 above the U. S. farm average.

Peak production, savings, and demands make SF readers today's best electric goods market . . . without which no national advertising is really national. Full facts, any office . . . **SUCCESSFUL FARMING**, Des Moines, New York, Chicago, Cleveland, Detroit, Atlanta, San Francisco, Los Angeles.





HERE IS THE...  
**REVERSIBLE VENTILATOR**  
that Sells the Year 'Round!



**Ventrola**

**REVERSIBLE  
FAN**  
MODEL "61"

**GIVES 2 way VENTILATION**

**IN**—in summer. For summer comfort the Ventrola 61 reversible, draws fresh, cool air into the home from the out-of-doors—a real hot weather luxury.

**OUT**—in winter and summer. Quickly and easily reversed, the Ventrola 61 reversible, expels stale air and odors—keeps your rooms sweet and fresh.

**It's Noted For Its SUPER EFFICIENCY!**

No fan of like size and capacity can match the performance of the VENTROLA 61 REVERSIBLE. Its fully enclosed dirt proof motor, quietly and efficiently moves the maximum amount of air at the minimum operating cost. Its beautiful, modern appearance and attractive price makes it a profit leader.

**These Features make it the FINEST OF THEM ALL**

- Fan 10 inch diameter, one piece, 9 blade.
- Self aligning bearings, fully enclosed, moisture proof, static free vibrationless motor.
- Easily reversed to in or out. Moves over 800 C.F.M.
- Housing and safety grille finished in porcelain type, baked on white enamel.
- Popularly priced with an attractive profit.

**DEALERS—JOBBER**

Write, phone or wire at our expense, for complete franchise information and prices.

**IMMEDIATE DELIVERY!**

—from stock in plenty of time to sell this summer's business.

DESIGNED AND MANUFACTURED BY  
**CARRICK PRODUCTS**

**NATIONAL APPLIANCE CO.**

4814-18 WEST VERNOR HIGHWAY • DETROIT 9, MICHIGAN

**No Installation Troubles— FITS MOST WINDOWS**

Exclusive *Ventrolok* with telescoping ends provide quick adjustable installation in most standard windows. Window can be closed without removing unit. Equipped with switch, cord and plug.

**DEMANDED EQUIPMENT IN EVERY HOME**

*Ventrola*  
**WALL FANS**



The last word in modern comfort conditioning. Unmatched for beauty and performance. Grille guards and fan blades finished in beautiful chrome. Face plate in gleaming white enamel. Quiet, efficient motor moves the maximum of air at minimum cost, over 800 C.F.M.

• **AVAILABLE IN 2 SIZES**

Model 50 (illustrated) 10 inch  
Model 40, 8 inch

• **EASY TO INSTALL**

New adjustable square sleeve provides fast, tight fitting in any standard wall.

## NEW POSITIONS

**Anchor Div.,  
Stratton & Terstegge Co.**

Wilton Terstegge, president of Stratton & Terstegge, has announced two executive appointments in the Anchor Division, manufacturer of heating equipment and Round Oak ranges.



EDWARD CLIFFORD

Edward Clifford, who joined the company as southern regional manager in 1939, has been promoted from sales manager to general manager. Succeeding him as sales manager is H.

**Westinghouse Electric Supply Co.**

H. H. Silliman, recently merchandising manager of the Bendix Radio Division of Bendix Aviation Corp., has joined Westinghouse Electric Supply Co. as general radio sales manager. He has been connected with the radio



H. H. SILLIMAN

industry for 20 years, working for such firms as Splitdorf Electrical Mfg. Co., Thomas A. Edison, Inc., United American Bosch Corp., and Detrola Corp.

**Magnavox Co.**

The manager of the newly created Chicago sales district of the Magnavox Co. is J. David Cathcart, says Frank



H. MANSELL EVANS

Mansell Evans, recently southern regional manager. Mr. Clifford replaces W. L. Schultz who resigned because of ill health.



J. DAVID CATHCART

**Schick, Inc.**

The appointment of six men in the sales department of Schick, Inc., has been announced by Kenneth C. Gifford, president.

Len Evans, formerly service sales manager, has been upped to assistant sales manager where he will assist sales manager Sy Moorman. Dick Lewis, traffic manager in the Stamford, Conn., plant, has been promoted to the sales department.

Other promotions include that of Bill Gumz, supervisor of the San Francisco territory, to central district manager, with headquarters in Chicago. Tony Brinks, supervisor of the Seattle territory, has taken over Mr. Gumz' San Francisco task, and Paul Breen, service supervisor in Seattle, is advanced to sales supervisor.

Ed Stene, service supervisor in St. Louis, has been advanced to sales supervisor of the Cincinnati territory.

Freimann, executive vice-president. Mr. Cathcart was formerly assistant to the executive vice-president.

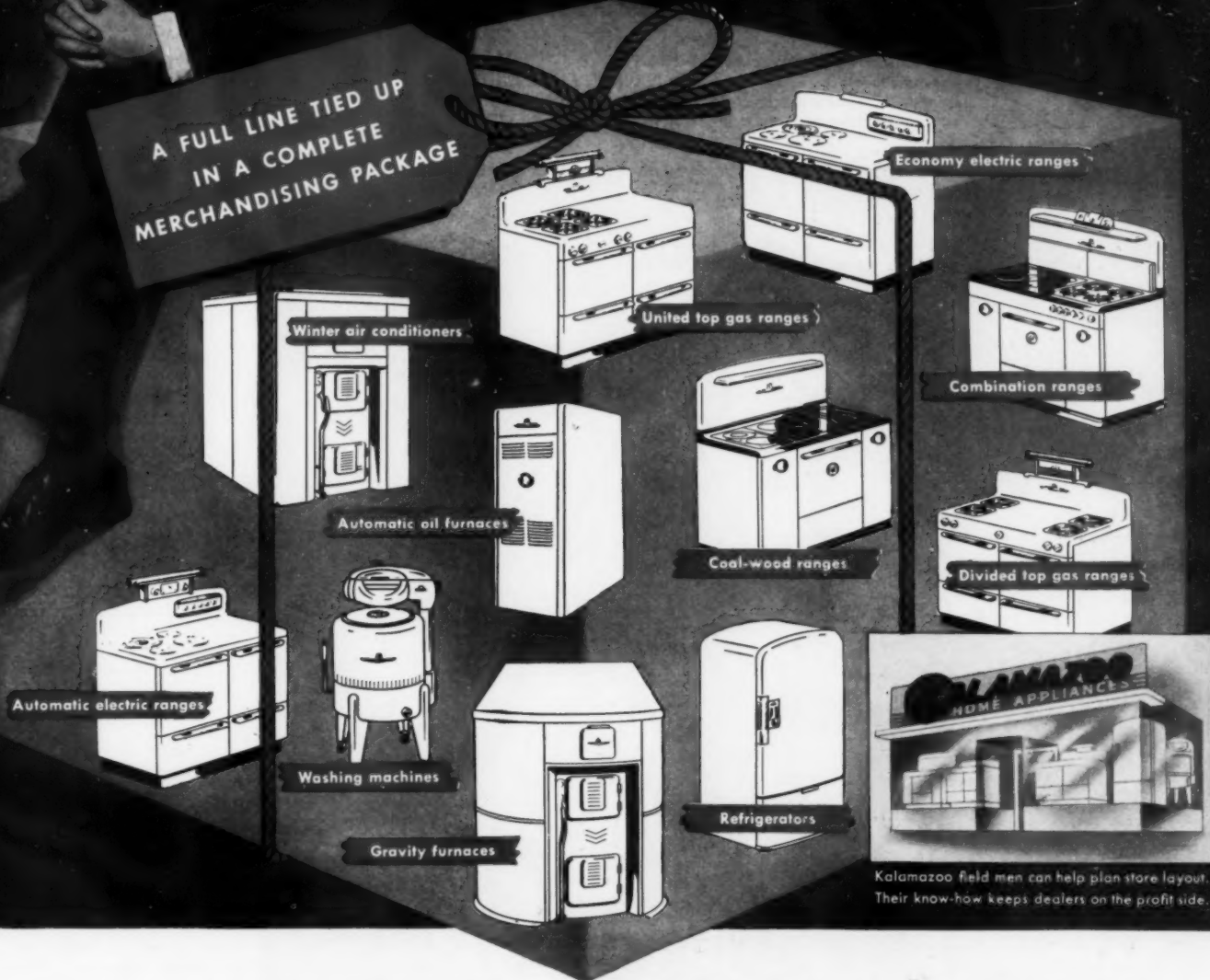
Some Magnavox district managers have new assignments. Benjamin W. Clark has been given the Brooklyn-Long Island district. J. J. O'Connor goes from the Virginia-North Carolina territory to the Missouri-Kansas district, and John Wirtz, formerly in New York City, has taken over an expanded territory including Virginia, North Carolina and Maryland. The territory of John Van Schenck, one of the company's eastern district managers, has been expanded to include Westchester county, N. Y., and western Connecticut.

**New Television Engineer**

Magnavox has a new chief engineer in Anthony Wright, formerly chief R.C.A. Victor television engineer, who was with R.C.A. for 19 years.

"I'M SITTING ON TOP of the BEST MERCHANDISING DEAL in the Appliance Industry"

A FULL LINE TIED UP IN A COMPLETE MERCHANDISING PACKAGE



Kalamazoo field men can help plan store layout. Their know-how keeps dealers on the profit side.

"IN GOOD TIMES AND BAD, THERE'S MORE MONEY FOR ME...AND YOU...WITH KALAMAZOO!"

From coast to coast, in big cities and little towns, the more aggressive appliance merchants value their *exclusive* Kalamazoo franchises. If you ask why, you'll get plenty of reasons:

**Kalamazoo protects its dealers.** When merchandise was scarce, Kalamazoo men had salable merchandise on the floor... not just a few samples.

**Kalamazoo pricing is competitive...** Kalamazoo dealers meet all forms of competition, yet profits are steady, consistent. Kalamazoo *never* will price the dealers out of the profit picture.

**Kalamazoo advertising covers the waterfront...** from four-color pages in the big national magazines to point-

of-sale displays and direct-mail pieces. Kalamazoo has been a consistent national advertiser for 45 years!

Because of increased production, a few additional dealers are now being appointed in the territories where Kalamazoo is not now represented. For information, write to Sales Manager, Kalamazoo Stove & Furnace Company, Kalamazoo 6, Michigan.



# FRESH'ND-AIRE

"SUCCESSOR TO THE FAN"

## SELL NOW FOR HOMES - - FOR BUSINESS!



- Built to out-perform and out-last any other air circulator on the market.
- Built to out-sell because it has more easy-to-demonstrate features.
- Circulates air completely . . . expels stale air . . . disperses fumes . . . boosts efficiency of air-conditioning systems.
- So quiet. It's the only circulator permitted inside many radio broadcasting studios and telephone exchanges.
- Nationally advertised in Fortune, Nation's Business, other leading magazines.
- Stock Fresh'nd-Aire now! See your distributor for sales helps.



## FRESH'ND-AIRE *Air Circulator*

Product of FRESH'ND-AIRE COMPANY

A Division of CORY CORP. • 221 N. LaSalle Street, Chicago 1, Illinois

Export Sales: The A. J. Alsdorf Corp., Chicago, Illinois

## NEW POSITIONS

### Sylvania Electric Products, Inc.

Chalmer J. Carothers, Jr., former general sales manager of Colorescent Laboratories, Inc., Elizabeth, N. J., has joined Sylvania Electric Products, Inc., as merchandising supervisor of fluorescent tubing, according to B. K.



C. J. CAROTHERS, JR.

Wickstrum, general sales manager of the lighting division. Mr. Carothers, one of Sylvania's younger executives, will be responsible for sales programs and marketing policies for fluorescent tubing in the cold cathode and sign industries.

### Ellison Resigns

Paul S. Ellison, who has been associated with Sylvania for 15 years, has resigned as public relations director and devote himself to Control Systems for Management, a firm in which he has been interested for some time and which has a number of clients in the general radio and electrical business.

### Other Divisions

Johan C. Kromhout has been appointed manager of European sales for Sylvania Electric Products, Inc., according to Lewis Gordon, director of the company's international division. Mr. Kromhout joined Sylvania in 1943 as a lighting engineer and architectural consultant to the firm's lighting center.

R. K. McClintock has been named assistant to the chief engineer of Sylvania's radio tube division, according to an announcement by Marcus A. Acheson, chief engineer. Mr. McClintock was engineering manager for the international division before joining the radio tube engineering department in 1936.

### Kaiser Fleetwings Sales Corp.

S. D. Hackley, vice-president and general manager of Kaiser Fleetwings Sales Corp., has announced the appointment of Alfred D. Howard as general sales manager to supervise sales of the Kaiser dishwasher. Mr. Howard, for several months assistant general sales manager, had previously been assistant sales promotion manager for Servel, Inc. His first experience in the appliance field came in 1929 when he joined Kelvinator Corp. as a salesman.

Inc.  
former  
prescent  
N. J.,  
products,  
rvisor of  
d B. K.

anager of  
rothers,  
ecutives,  
ograms  
rescent  
nd sign

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ars, has  
director  
Systems  
hich he  
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DISING

My new  
**HAMILTON BEACH**  
cleans easier, faster  
and better!



Here are your **HAMILTON BEACH** sales helps

...all Free!

Look over this powerful, point-of-sale promotion material. Here are displays, ad mats, folders—everything you need to do an aggressive merchandising job on Hamilton Beach appliances. Pick out what you want and order on the coupon below. Every piece is numbered. Simply fill in the quantities of each you desire. *Hamilton Beach Company, Division of Scovill Manufacturing Co., Racine, Wis.*

HANDLE OF #14 OR #26 CLEANER FITS IN HERE



Full-color cutout! Stands 64" high. Made of durable, clay-coated chipboard. Easel on back holds figure erect. Handle of No. 14 or No. 26 Cleaner mounts into model's right hand. No. 627D.

Full-color No. 26 Cleaner display. Illustrates three features and shows complete set of cleaning tools. Has sturdy easel on back. It's 22" wide, 28" high. No. 628D.

Tan-and-black display card. Illustrates three features of No. 14 Cleaner. For counter, window, or mass-display use; 14" wide, 22" high. No. 629D.



Miniature of large cutout display. Stands 26" high. Also in full color. No. 14 Cleaner printed on display. Sturdy chipboard with easel back. Packed with life-size display.



Blue-and-black No. 26 Cleaner folder. Six pages of features illustrated and described. Has space for your imprint. Folds up to 3" x 6". No. 620D.



Tan-and-black No. 14 Cleaner folder. Four pages of selling-feature highlights. Has space for your imprint. Folds up to 3" x 6". No. 617D.



No. 14 Cleaner newspaper ad mat. Has space for your name. Two columns by 6 inches. No. 14VCM-102. Also 1 col. x 6", No. 14VCM-101; 1 col. x 4", No. 14VCM-100.



No. 26 Cleaner newspaper ad mat. Has space for your name. Two columns by 6 inches. No. 26VCM-101. Also 1 col. x 6", No. 26VCM-102; 1 col. x 4", No. 26VCM-100.

Three-color Food Mixer display. Illustrates five features. Highlights exclusive Hamilton Beach Bowl Control story. Has sturdy easel on back. It's 14" wide, 22" high. No. 639D.



Two-color, two-page Food Mixer circular. Illustrates and describes Food Mixer features. Has space for your imprint. Size 3" x 6". No. 635D.

**HAMILTON BEACH**  
*Food Mixer*

ADVERTISING DEPT.  
HAMILTON BEACH COMPANY, RACINE, WIS.

Please send me FREE the quantities of Hamilton Beach Sales helps indicated below:

	(how many?)	(how many?)
No. 14 Vacuum Cleaner	.....No. 627D	.....No. 14VCM-100
	.....No. 629D	.....No. 14VCM-101
	.....No. 617D	.....No. 14VCM-102
No. 26 Vacuum Cleaner	.....No. 628D	.....No. 26VCM-100
	.....No. 620D	.....No. 26VCM-101
	.....No. 639D	.....No. 26VCM-102
Food Mixer	.....No. 635D	

Name .....

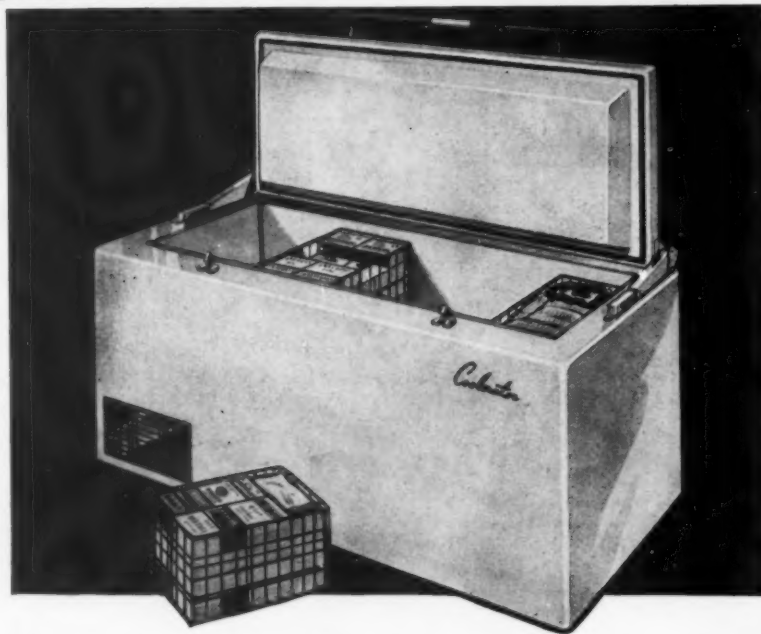
Firm .....

Address .....

City.....Zone.....State.....

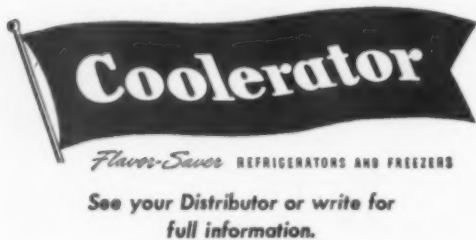
**HAMILTON BEACH**  
*Vacuum Cleaners*

# A POWERFUL Sales Clincher for YOU!



## FOOD INSURED at No Extra Cost with Every COOLERATOR HEAVY-DUTY FREEZER

Here's a wonderful safety feature that is paying off in SALES. Yes, every buyer of a Coolerator Heavy-Duty Freezer gets a comprehensive food insurance policy—without extra cost! It insures against food loss up to \$200 for any mechanical or power failure ... over a 5-year period!



### COOLERATOR BRINGS YOU THE EXTRA ADVANTAGE OF THESE OTHER OUTSTANDING FEATURES, TOO!

Feature for feature, this freezer is your customers' best investment!

- ✓ Low price!
- ✓ Ideal family size—15.1 cu. ft.—for basement, utility room or garage.
- ✓ Easy finger-lift lid.
- ✓ Counter-balanced hinges.
- ✓ Thermostatic controlled—holds temperature constant at zero or below.
- ✓ Famous hermetically-sealed freezing unit insures low-cost operation ... silent, trouble-free.

The Coolerator Company, Dept. EM-68, Duluth 1, Minnesota

#### COOLERATOR DISTRIBUTORS THROUGHOUT UNITED STATES AND CANADA

ALBANY, N. Y.	R. T. A. Distributor, Inc.	HUNTINGTON, W. VA.	Strain-Frank Company	SAN FRANCISCO, CALIF.	Sues, Young & Brown
ALLENTOWN, PA.	Bell-Clark & Company	INDIANAPOLIS, IND.	Van Zandt Supply Co.	SAVANNAH, GA.	The Yancey Co.
ATLANTA, GA.	H. C. Prutzman Co., Inc.	JACKSONVILLE, FLA.	Appliance Distributors, Inc.	SEATTLE, WASH.	Seattle Radio Supply, Inc.
BALTIMORE, MD.	The Yancey Co., Inc.	KANSAS CITY, MO.	Consolidated Automotive Co.	SIOUX FALLS, S. DAK.	G. W. Orthank Company
BANGOR, MAINE	David Kaufmann's Sons	KNOXVILLE, TENN.	Enterprise Wholesale, Inc.	SOUTH BEND, IND.	Good Brothers
BILLINGS, MONT.	Coffin & Wimple, Inc.	LITTLE ROCK, ARK.	C. M. McClung & Co., Inc.	SPOKANE, WASH.	Prudential Distributors, Inc.
BIRMINGHAM, ALA.	Parker-Montana Company	LOS ANGELES, CALIF.	Gunn Distributing Co., Inc.	SPRINGFIELD, MASS.	The Burden-Bryant Co.
BOSTON, MASS.	R. P. McDavid Co., Inc.	LOUISVILLE, KY.	Sues, Young & Brown, Inc.	SPRINGFIELD, MO.	Clark Motors & Supply
BUFFALO, N. Y.	Bigelow & Dorse Company	MEMPHIS, TENN.	Ewald Distributing Co., Inc.	SYRACUSE, N. Y.	Paul-Jeffrey Company, Inc.
BURLINGTON, VT.	H. D. Taylor Company	MILWAUKEE, WIS.	Shake, Inc.	TOLEDO, OHIO	Scott Sales Co.
CANTON, OHIO	J. S. George Supply Co.	NASHVILLE, TENN.	Taylor Electric Co.	UTICA, N. Y.	Harricks-Ibbotson Company
CHARLOTTE, N. C.	Cleveland Radiotelec. Inc.	NEW HAVEN, CONN.	Keith, Simmons Co., Inc.	WASHINGTON, D. C.	Mid-Atlantic Appliance Dist.
CHATTANOOGA, TENN.	S. E. Schiffman Company	NEW ORLEANS, LA.	American Distributors, Inc.	WICHITA, KANSAS	McGraw Distributing, Inc.
CHICAGO, ILL.	Ohio Appliances, Inc.	NEW YORK, N. Y.	Mulera Appliance & Supply Co.	WILKES-BARRE, PA.	Kilo-Jacobs Company
CINCINNATI, OHIO	Cleveland Radiotelec. Inc.	NEW YORK—EXPORT	D. W. May Corporation		
CLEVELAND, OHIO	Ohio Appliances, Inc.	OKLAHOMA CITY, OKLA.	J. H. Latham—111 Broadway		
COLUMBUS, OHIO	Ohio Appliances, Inc.	OMAHA, NEBR.	Jenkins Wholesale Division		
DALLAS, TEXAS	G. W. Orthank Company	PHILADELPHIA, PA.	G. W. Orthank Company		
DAVENPORT, IOWA	The Parhar Company	PITTSBURGH, PA.	Philadelphia Dist.		
DAYTON, OHIO	G. W. Orthank Company	PHOENIX, ARIZ.	J. E. Miller & Co., Inc.		
DEWEEB, COLO.	Ohio Appliances, Inc.	PORTLAND, ORE.	Albert Mathias and Co., Inc.		
DES MOINES, IOWA	G. W. Orthank Company	PROVIDENCE, R. I.	Bargett Supply		
DETROIT, MICH.	Republic Supply Company	RAPID CITY, S. DAK.	Tracy & Co., Inc.		
DULUTH, MINN.	S. & S. Distributing Co.	RICHMOND, VA.	Wright-Corrick, Inc.		
EL PASO, TEXAS	Albert Mathias and Company, Inc.	ST. LOUIS, MO.	Halsander & Co., Inc.		
FARGO, N. DAK.	Fargo Glass & Paint Co.	ST. PAUL, MINN.	Canobell-Stenson Co.		
GRAND RAPIDS, MICH.	State Distributing Company	SAN ANTONIO, TEXAS	General Appliance Company		
				CANADIAN DISTRIBUTORS	
				CALGARY, ALBERTA	Metals, Limited
				EDMONTON, ALBERTA	Metals, Limited
				MONTREAL, QUEBEC	Frank, Levesque & Co., Ltd.
				NEW WESTMINSTER, B. C.	Associated Distributors, Ltd.
				REGINA, SASK.	General Equipment, Ltd.
				TORONTO, ONTARIO	Baley Industries Corp.
				VANCOUVER, B. C.	Associated Dist., Ltd.
				WINNIPEG, MANITOBA	Consolidated Ind., Ltd.

### NEW POSITIONS

#### Admiral Corp.

The appointment of Clarence F. Tay as general branch manager of the Admiral Corp. was recently disclosed by Wallace C. Johnson, general sales manager. Mr. Tay will have charge of the three Admiral branches in Washington, New York, and Chicago.



CLARENCE F. TAY

He was manager of Appliance Distributors, Chicago, for the past four years.

New West Coast advertising manager for Admiral is Richard W. Newell, whose appointment was announced by Seymour Mintz, director of advertising. Mr. Newell has been advertising and sales promotion manager for Kaemper-Barrett, San Francisco Admiral distributors, for the past year.

#### Fedders-Quigan Corp.

W. L. Ledbetter has been appointed regional manager of the unit air con-



W. L. LEDBETTER

ditioning division of the Fedders-Quigan Corp., Buffalo, N. Y. Mr. Ledbetter will work in the southwestern territory.

#### Electromaster, Inc.

The appointment of John A. Winfield as assistant secretary and assistant treasurer of Electromaster, Inc., Mount Clemens, Mich., has been announced by R. B. Marshall, president. Mr. Winfield was formerly connected with a firm of accountants and auditors, and is a member of the American Institute of Accountants and National Association of Cost Accountants.



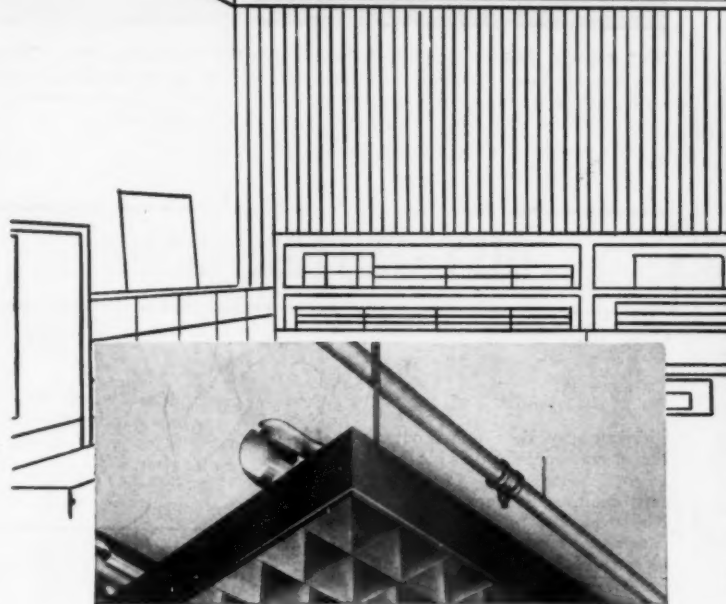
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**Alumigrid hides unsightly ceiling installations**

Here is the perfect ceiling treatment for modernization work or for new construction. Alumigrid is securely suspended and anchored from the ceiling over-head without altering existing elements. It conceals unsightly beams, pipes, and out-of-date electrical systems.



**Alumigrid reduces costs of ceiling maintenance**

Ceiling painting and redecoration are reduced to a minimum. 4-ft. square units weigh only 10 pounds and are supported by a framework of aluminum rails. Individual units can be quickly lifted to one side for maintenance work on pipes, sprinklers, wiring, lamps.

**SEE OUR EXHIBIT  
STORE MODERNIZATION SHOW  
Grand Central Palace  
New York City—July 6th to 10th**

**NOW!**  
Pleasant, non-glaring  
illumination through  
**Alumigrid**  
the Decorative  
Modern Ceiling

**Kawneer's Aluminum Louvred Ceiling creates a Modern Store Atmosphere**

A handsome Alumigrid ceiling will bring striking individuality and richness to your store.

Its clean-lined and rich appearance add distinction and luxury to any interior—while hiding from view unsightly and complicated overhead installations. Its eye-appeal is further enhanced by a soft, satin-like finish.

Illumination through this modern ceiling is exceptionally uniform and effective.

Its many squares diffuse and reflect light downward to provide pleasant, non-glaring illumination throughout the interior. Its light diffusion factor is increased by its satin-like finish.

Alumigrid is available now. For more detailed information about this truly decorative modern ceiling, fill out and mail the coupon below. Kawneer factories are located in Niles, Mich., Berkeley, Calif., Lexington, Ky.

**Kawneer**  
SALES-BUILDING  
STORE-FRONTS

The Kawneer Company  
313 N. Front Street, Niles, Mich.

Name .....

Type of business .....

Address .....

City and State .....



The New **DUMORE** Floormaid  
is a triple-threat business-builder for you  
...because it takes the work out of floor-polishing

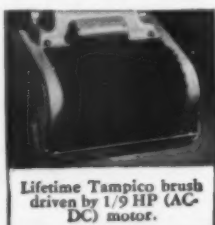


Needs only a hand to guide it — no push, no pressure.

Your customers take an immediate "shine" to this new work-saver. And no wonder. It takes the drudgery out of a job they dread — wax-polishing hardwood and linoleum floors. *That means extra dollars for you in three different ways:* (1) A profitable margin on each Floormaid sale; (2) a steady income from Floormaid you rent out on a "dollar-a-day" basis; (3) and increased sales of wax and other products which follow.

The Floormaid (a product of 25 years of polisher manufacturing experience) is as easy to use as a vacuum cleaner. Polishes any kind of wax 10 times as fast as by hand; makes paste, liquid, and "self-polishing" wax last several times as long.

Add the Dumore Floormaid to your appliance department now — retail price \$39.75 (slightly higher west of Rockies). Don't overlook the many sales you can make to small shops and offices in addition to private homes. Call your jobber today . . . and be sure you get the Floormaid advertising and display kit with your order. If your jobber can't supply you, write for complete information direct to *The Dumore Company, Dept. F-67, Racine, Wis.*



Lifetime Tampico brush driven by 1/9 HP (AC-DC) motor.

TRADEMARK REG. U.S. PAT. OFF



The Dumore Floormaid is Nationally Advertised in these famous monthly magazines.

**DUMORE**  
FLOORMAID  
*Floor Polisher*



THE SNACK BAR at Russell & Co.'s offices in the Merchandise Mart, Chicago, now runs full time. "Nellie Nesco" (Mrs. Russell), right, gives samples to (left to right), Leland Q. Svane, Joan Gammill, Jack Russell, and Clif Russell, members of the staff who sell the Nesco electric casserole in northern California.

## DISTRIBUTOR NEWS

### ARKANSAS

Arkansas dealers found out about the new Bendix automatic washers when 555, Inc., Little Rock distributors, got together with them recently. The explaining was done by R. E. Stueber, distributor president, and two officials of Bendix Home Appliances, Inc.—W. F. Linville, general sales manager, and A. T. Wilson, district sales manager.

### CALIFORNIA

D. J. McCormack, president of McCormack & Co., San Francisco, has announced the appointment of A. J. Lindholm as director of sales in the radio, television and electronics division. Originally an associate of McCormack & Co., Mr. Lindholm has been sales manager of the Majestic Radio and Television Corp. in Chicago for the last two years. Mr. McCormack announces also that his firm has been appointed distributor for International Harvester refrigeration products and Yale and Towne appliances.

The J. N. Ceazan Co. of San Francisco has been appointed northern California distributor for the Waste King pulverator.

U. S. Grant Supply Co., Los Angeles, has moved to new headquarters at 2900 E. 11th St. At the new site all departments including sales, display, repair service, advertising, credit, warehousing, shipping, receiving, delivery and management divisions, will be housed under one roof, according to U. S. Grant, president of the company.

Arthur Young is the new district manager for Bandoli-McIntyre Co. in the Santa Barbara, Bakersfield and Valley territories, according to a recent announcement by Marvin S. Bandoli, president of the company.

International Harvester Co. has appointed the Thomas Distributing Co. to distribute the new International Harvester line of refrigeration in Los Angeles and San Diego County. The line will include home freezers and

refrigerators. The Thomas Distributing Co., formerly known as the Nelson R. Thomas Agency, is headed by Nelson R. Thomas.

# ESTATE HAS IT!

THE *New*  
**MIRRO-MATIC**  
*Deep-Well*  
**PRESSURE COOKER**

for pressure cooking!  
and pressure canning!

See page 9

300,000 FARM WIVES  
WANT TO BUY NOW...

SELL 1 OUT OF 10 ELECTRIFIED FARMS  
A GEM DANDY ELECTRIC CHURN IN 1948



Especially designed, slow-speed long-life motor. Detachable, aluminum shaft. Sanitary, adjustable, aluminum dasher. Six ft. Neoprene cord with plug. Churns in about 15 minutes. Produces more butter and better butter.

# MORE PROFITS



**JUST FLIP  
THE SWITCH  
TO CHURN**

We offer you a pre-sold market for 300,000 Gem Dandy Electric Churns in 1948.

Surveys by leading farm journals on farm buying of electrical appliances show that 1 out of 10 electrified farms intends to buy an electric churn this year.

Wide-awake dealers will be quick to take advantage of this tremendous profit opportunity.

Gem Dandy is the *only nationally advertised electric churn*—it's the one farm women have in mind.

Order Gem Dandy Electric Churns and Gem Dandy Duraglas Churn Jars from your distributor today.

## Alabama Manufacturing Company Birmingham 3, Alabama

Deluxe Model Retail Price \$19.95  
Recommended Dealer's Cost \$12.49  
Standard Model Retail Price \$16.95  
Recommended Dealer's Cost \$11.02

Gem Dandy Electric Churn may be used with owner's crock or with Gem Dandy Duraglas Churn Jars, which retail for about:

3-gal. \$2.75; 5-gal. \$3.50

All prices slightly higher west of the Rockies.

**FIRST IN SALES  
FIRST IN PERFORMANCE**

**GEM DANDY  
ELECTRIC CHURN**  
THE ONLY NATIONALLY ADVERTISED  
ELECTRIC CHURN

### MAIL TODAY FOR FREE DISPLAYS

Alabama Manufacturing Co.,  
Dept. A-62, Birmingham 3, Ala.

Gentlemen: Please ship today your free package of Gem Dandy display material. We will use it.

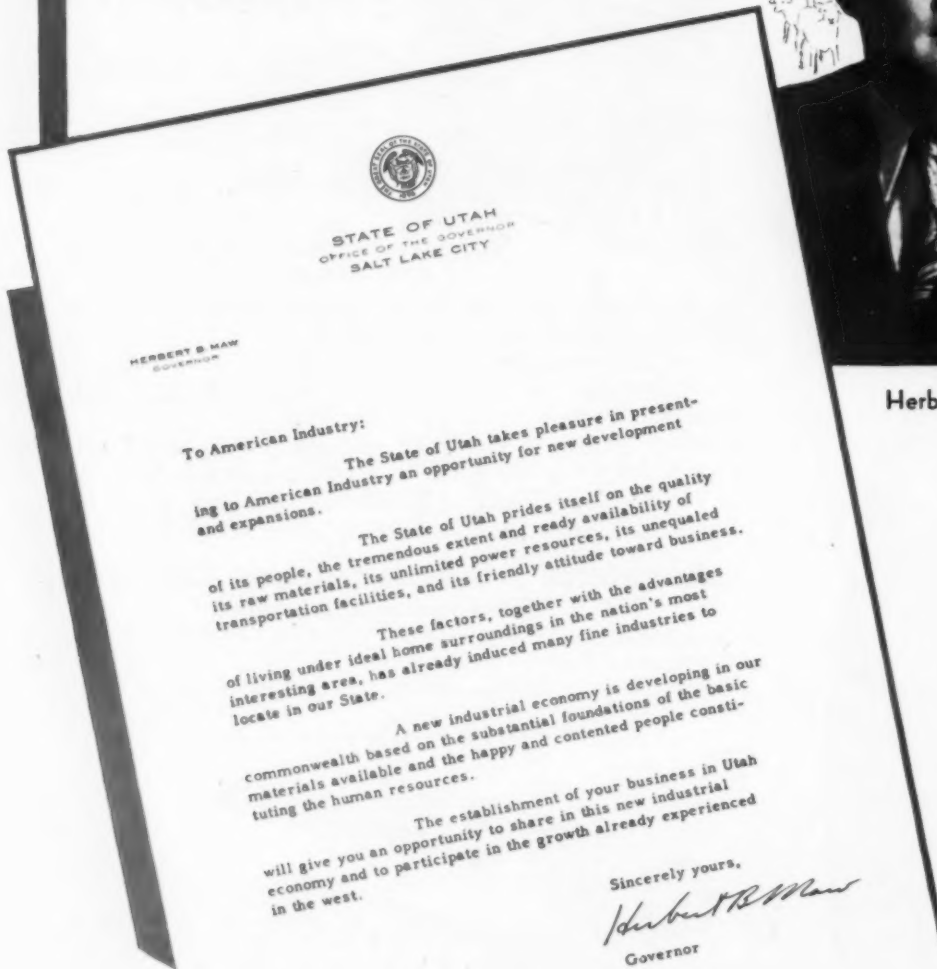
Name .....  
Address .....  
My distributor is:  
Name .....  
Address .....



# The Governor of Utah *invites You*



Herbert B. Maw



STATE OF UTAH  
OFFICE OF THE GOVERNOR  
SALT LAKE CITY

HERBERT B. MAW  
GOVERNOR

To American Industry:

The State of Utah takes pleasure in presenting to American Industry an opportunity for new development and expansions.

The State of Utah prides itself on the quality of its people, the tremendous extent and ready availability of its raw materials, its unlimited power resources, its unequalled transportation facilities, and its friendly attitude toward business.

These factors, together with the advantages of living under ideal home surroundings in the nation's most interesting area, has already induced many fine industries to locate in our State.

A new industrial economy is developing in our commonwealth based on the substantial foundations of the basic materials available and the happy and contented people constituting the human resources.

The establishment of your business in Utah will give you an opportunity to share in this new industrial economy and to participate in the growth already experienced in the west.

Sincerely yours,

*Herbert B. Maw*  
Governor

Unite with Union Pacific in selecting sites and seeking new markets in California, Colorado, Idaho, Kansas, Montana, Nebraska, Nevada, Oregon, Utah, Washington, Wyoming.

\*Address Industrial Department, Union Pacific Railroad  
Omaha 2, Nebraska

## UNION PACIFIC RAILROAD

*Road of the Daily Streamliners*

### DISTRIBUTOR NEWS

#### COLORADO

Recently appointed exclusive Crosley distributor in Denver is the Graybar Electric Co., according to Corley W. Kirby, domestic sales manager, Crosley Div., Avco Mfg. Corp. Sam B. Hardin heads the Denver organization, which will cover counties in Colorado, Nebraska, New Mexico and Wyoming.

#### CONNECTICUT

Roskin Distributors, Inc., 48 Winthrop St., Hartford, played host to 270 dealers and salesmen recently, to display the new Bendix washers. Speakers included Samuel Roskin, distributor president; Lynn Eaton, Bendix director of field operations; J. F. Eaton, Bendix eastern regional sales manager; Harold F. Bull, sales manager of the New England division; and Maurice Grabbell, general manager of Roskin.

#### FLORIDA

M. M. Carpenter, president of Thurow Distributors, Inc., announces three new appointments to the staff.



J. A. MOOK, JR.

J. A. Mook, Jr., has been promoted from advertising and sales promotion manager to general sales manager; W. P. Laws, former sales manager continues with the company in a special capacity and will assist in the



FRANK VON GEYSO

sales program; Frank Von Geyso is electronic sales supervisor.

Approximately 50 northern Florida dealers were guests of the Graybar Electric Co. in Jacksonville for a showing of new Crosley appliances. The presentation was made by R. P. Boyne, Crosley manager for Graybar; Frank O. Sullivan, Crosley regional manager, and George L. Baker, Graybar Tampa representative.

\* One of a series of advertisements based on industrial opportunities in states served by Union Pacific Railroad.

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**KNOWING** that he would be likely to attract more dealers to a forthcoming Carrier air conditioner showing if the weather was hot, Joe Thiele of Thiele and Winslow Co., San Antonio, Tex., distributors for Carrier, told them it would be. It was. Joe, on being questioned as to how he knew 95 degrees of heat would roll in, didn't say a word. He just brought out his ouija board and pointed to it.

**GEORGIA**

Appointment of the Associated Distributing Co. as Atlanta distributor for United States Television Mfg. Corp. has been announced by Francis H. Hoge, vice-president in charge of sales for UST. The distributing firm is located at 308 Ivey St., N. E., Atlanta.

A television demonstration, originating in Station WAGA, was put on for the benefit of nearly 200 Georgia General Electric dealers in Atlanta recently. David M. Clarke radio sales manager in Georgia for G-E Electric Supply Corp., conducted the meeting, and John Klenke, district receiver representative, presented the new line.

Charles S. Martin, of Charles S. Martin Distributing Co., Atlanta, held a meeting for about 60 dealers to show them the new Carrier air conditioners and freezers. Jack Gazelle, Carrier's sales manager, spoke to the gathering.

**ILLINOIS**

Albert H. Chiappe has resigned as sales manager of the Chicago western sales office of the Silex Co. to form his own manufacturers' repre-



**ALBERT H. CHIAPPE**

sentative organization, to be known as Albert H. Chiappe & Associates. He will also act as sales consultant to Nicro Steel Products Co. and represent the company's entire coffee maker line in Illinois, Indiana, and in Madison and Milwaukee, Wis., according to James P. Fallis, vice-president in

charge of sales for Nicro. Mr. Chiappe has been associated with Silex in various capacities since 1939.

**MICHIGAN**

The Peninsular Distributing Co., Detroit, has been appointed exclusive Crosley distributor in several Michigan counties, according to Corley W. Kirby, domestic sales manager, Crosley Div., Avco Mfg. Corp. Mr. Kirby also announces another Michigan distributor. J. Geo. Fischer & Sons, Inc., 1019 E. Genesee Ave., Saginaw, will handle several other counties.

**NEW JERSEY**

The Eagle Sales Co., Inc., 78 Boston St., Newark, is a new distributor for Arvin radio and appliances, according to Gordon T. Ritter, director of sales, Arvin Div., Noblitt-Sparks Industries. Arthur A. Ettkin is sales manager of the Newark organization. The firm has also taken on Session clocks and Premier vacuum cleaners.

**NEW YORK**

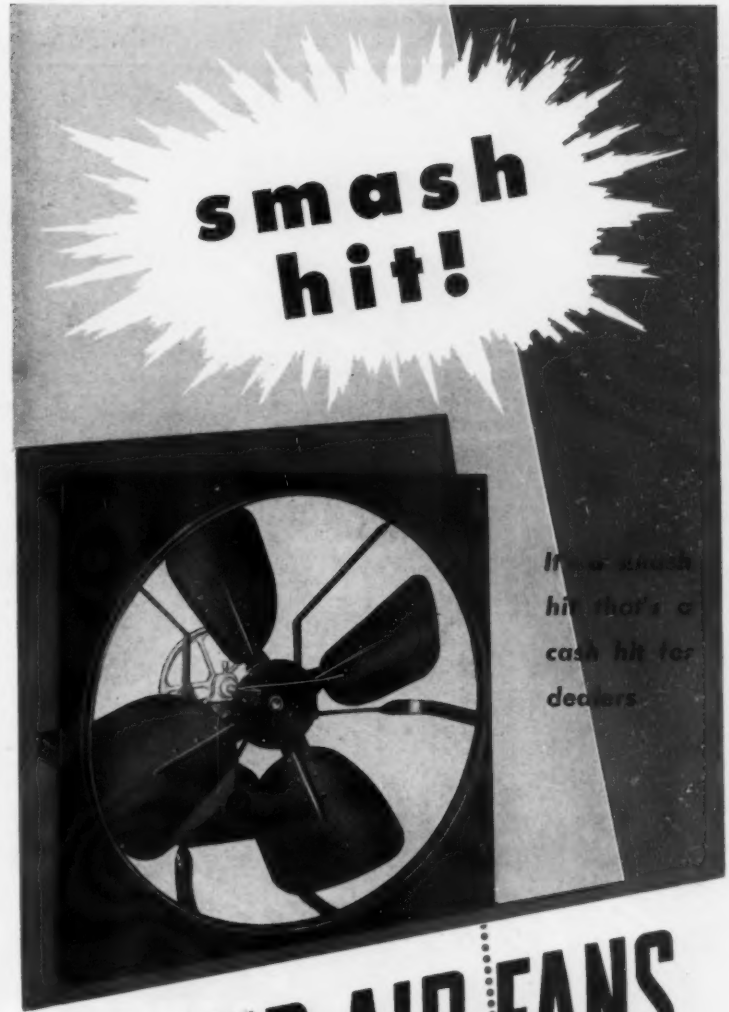
J. J. Harris, a 16-year Philco veteran, is now general manager of the New York branch of Philco Distributors, Inc., and W. T. Donnelly is general sales manager. H. R. Sheer, vice-president and general manager in charge of branches of Philco Distributors, Inc., makes the announcement.

E. J. Collins has been appointed assistant sales manager of the D. E. Sanford Co., 331 Madison Ave., New York City. The firm expects to add up to 35 salesmen to its staff as rapidly as possible, in conjunction with increased activities.

The new Crosley refrigerators were shown at Western Merchandise Distributors, Inc., 130 Elmwood Ave., Buffalo, recently. Lee Wells, distributor vice-president, presided.

**TEXAS**

Bryce and Pat O'Keefe of Appliance Wholesalers, Amarillo, welcomed about 90 dealers to a showing of new Crosley refrigerators recently. A simi-



**smash hit!**

*If a smash hit that's a cash hit for dealers*

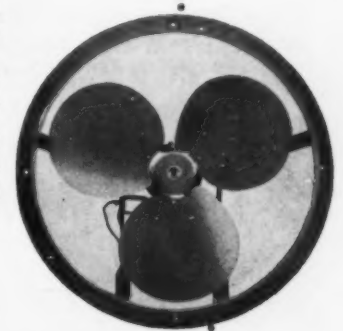
**FRIGID-AIR-FANS**

Big fans. Little fans.

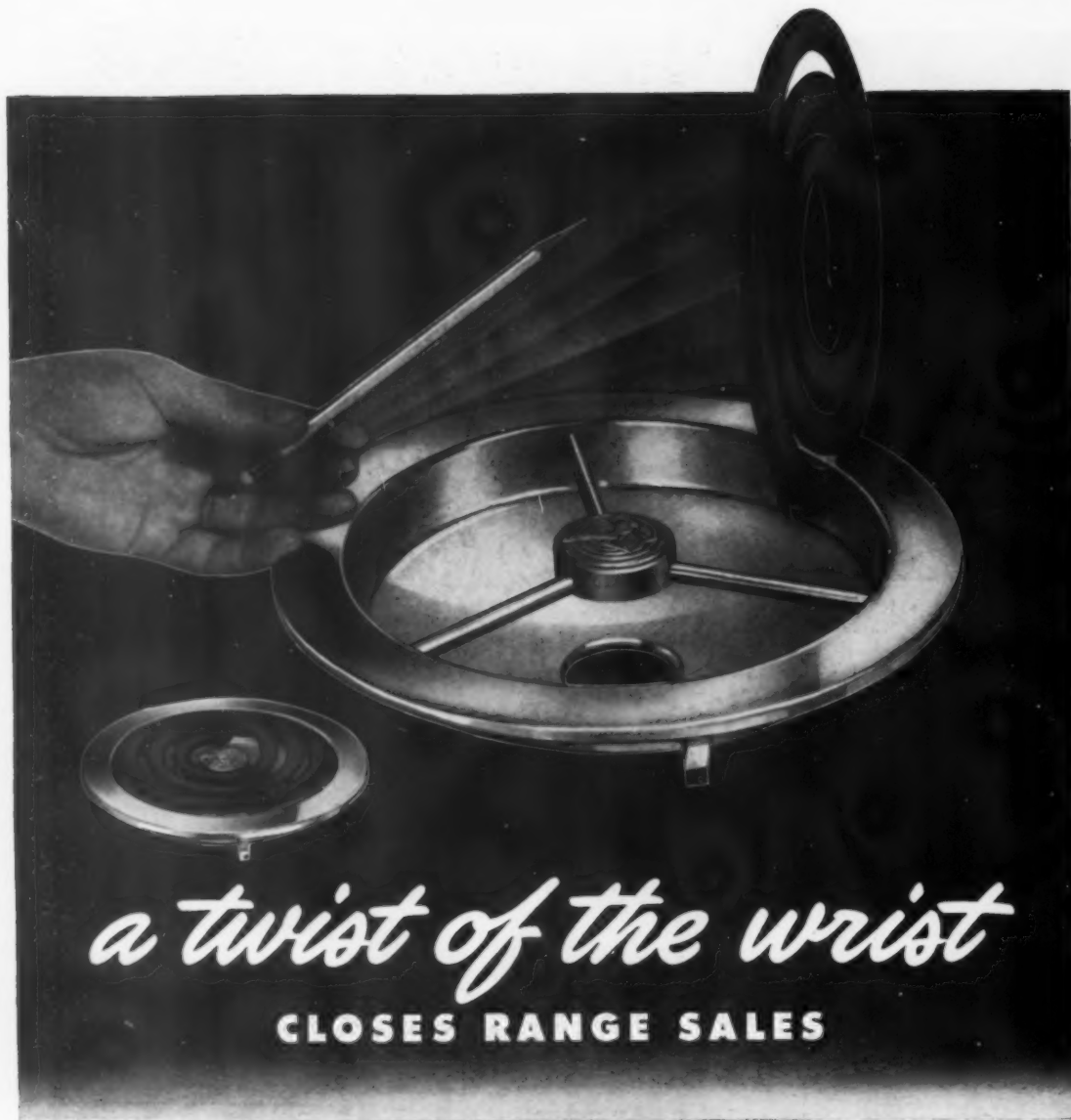
Sturdy fans. Quiet fans. Fans that

run without service calls. Fans that click with the customers. Belt-Driven from 30" to 48". Direct-Connected, 12" to 24". You'll find them all and more in the family of FRIGID-AIR-FANS.

All fans are equipped with Torrington Blades and General Electric Motors. All fans are tested and rated in accordance with American Society of Heating and Ventilating Engineers Standard Test Code for Propeller Fans.



**AIR EQUIPMENT CO.**  
1713 W. Carroll Ave., Chicago, Ill.  
Warehouse—630 S. Miller St.



*a twist of the wrist*  
**CLOSES RANGE SALES**

Yes, a simple twist of the wrist that demonstrates one of the T-K Monotube features to Mrs. Buyer can help you close range sales faster, more profitably. That's what makes the exclusive swivel-arm and single tube construction easier to sell than to sell against.

*Even when hot* the unit can easily be moved to an upright position. Cleaning is easier, spilled foods no longer need be left in the pan, to smoke and harden until cool. *Greater Heating efficiency* and longer life are assured by the Monotube. *Faster Cooking* results from the increased utensil-contact area. *Lower Cooking Costs* are assured year after year—the heating element stays flat, maintains its original efficiency during the life of the unit. The Monotube is a feature that can really help you close range SALES.

### REPLACEMENT PROFITS, TOO!

Monotube replacement units are being used to modernize virtually every type of electric range. Ask your distributor about the Monopack. Or, write us for a copy of the new Monotube Replacement catalog.



*the T-K* **MONOTUBE** *It stands alone!*



## Vacuum Cleaner Merchandising

CONTINUED FROM PAGE 174

• Newspaper advertising has been surprisingly effective with this St. Louis appliance organization. Mr. Cordes runs one display ad per week, with actual cuts of new vacuum cleaner lines in stock, plus several outstanding rebuilds. These are always run on weekends, as near the homemakers page as possible, and play up the fact that guaranteed cleaners may be had for as low as \$16.95. More than 85% of the customers who respond to this type of advertising buy better-priced vacuum cleaners after entering the store, and a surprisingly large percentage eventually elect to buy new ones, according to Mr. Cordes. Backing up the weekly display ad, he uses the classified section of St. Louis newspapers to appeal to the "bargain-minded" customer, picking two or three specific cleaners from stock, pricing them, and running them in each ad. Once again, "trade-up selling" is the rule. *End*

## "Build It Yourself" Television

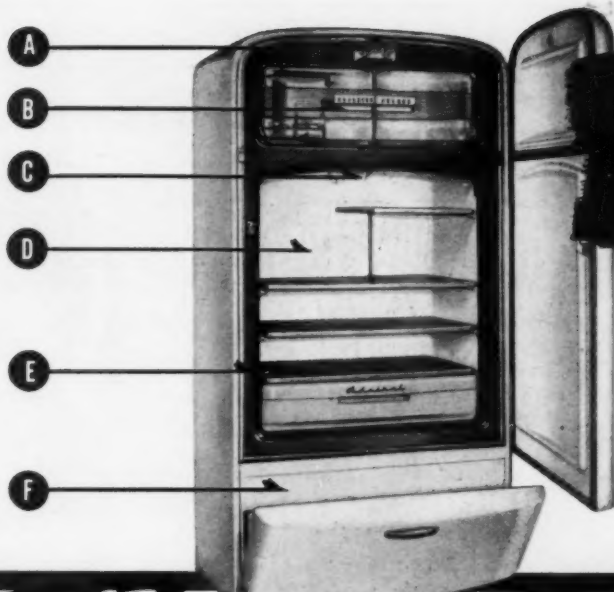
CONTINUED FROM PAGE 47

newspaper advertisements following installations, contract forms, service guarantee forms and other helpful data.

"We're about to launch a 'free home demonstration' promotion," concluded Lewis. "Delivery of a demonstration set will be made, and the salesman will follow up with the antenna in his car. He'll make a temporary television-receiving hookup. Any noticeable interference will be readily explained by the circumstances. We think this is a best-seller idea." *End*



Latest sales plan includes home demonstration, with salesman following up delivery truck with his own car. Here LaClair loads up portable antenna for such a trip.

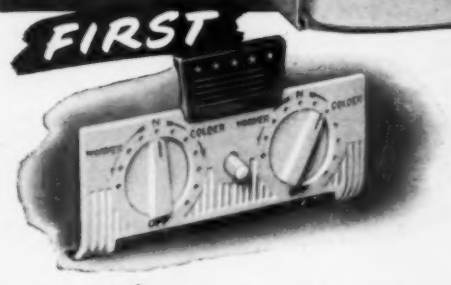


# DUAL-TEMP

the first 2-temperature  
REFRIGERATOR

is still

*first!*



**with 2 TEMPERATURE CONTROLS**

Dual-Temp was the *first* refrigerator with two separate compartments . . . each completely insulated from the other . . . each with its own temperature control operating off a *single* power unit. Still a Dual-Temp exclusive TODAY.

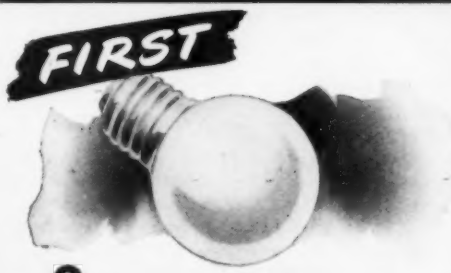


Dual-Temp was the *first* refrigerator with a moist-cold compartment that never requires defrosting . . . eliminates covering dishes . . . maintains an average 85% relative humidity. Still a top-notch Dual-Temp feature TODAY.



**with a BUILT-IN HOME FREEZER**

Dual-Temp was the *first* refrigerator with a built-in home freezer that really quick freezes at 15° below zero . . . prevents waste by freezing leftovers . . . stores up to 70 lbs. of food for months . . . freezes ice cubes so they never stick together. Still the best built-in freezer TODAY.



**with a STERILAMP**

Dual-Temp was the *first* refrigerator with Sterilamp which produces ultra-violet "sunshine" rays . . . to clean and purify the air . . . reduce spoilage by retarding mold and bacteria growth . . . prevent transfer of odor from "strong" foods. Still a Dual-Temp exclusive TODAY.



**with VAPOR-SEALED CABINET**

Dual-Temp was the *first* refrigerator with a vapor-sealed cabinet . . . the only one built on the vacuum bottle principle. Moisture can never get in between the inner and outer cabinet walls . . . can never collect on concealed freezing coils. Still a Dual-Temp exclusive TODAY.



**with the AUTOMATIC MOISTROL**

Dual-Temp was the *first* refrigerator with the automatic Moistrol which collects . . . and automatically evaporates . . . excess moisture in a plastic drip-tray *outside* the main food compartment. No odors . . . no mess . . . completely sanitary. Still a Dual-Temp exclusive!

# Admiral

"NO DEFROSTING" REFRIGERATOR

PROVED PERFORMANCE IN OVER 200,000 KITCHENS

**DUAL-TEMP**

Easily SOLD . . .  
Stays SOLD . . .  
Once SOLD, Sells ANOTHER

**EASY INSTALLATION OF**  
*Kitchen-Kraft*  
**STEEL KITCHENS**  
**Keeps 'em happy!**

Install cabinets and forget them

No service problems to plague you

*Kitchen-Kraft* Durable welded steel construction

Complete line of sink, floor, wall cabinets

Delivered now - for volume sales...maximum profits

Powerful promotion and sales training program

Write for full-line folder and sales plan

*Kitchen-Kraft*  
**IS ADVERTISED NATIONALLY**  
 Over 30 million families are being told about the superior construction features of Kitchen-Kraft units in the pages of  
 The **AMERICAN HOME** Better Homes and Gardens  
**Farm Journal** **GOOD HOUSEKEEPING**  
**SUCCESSFUL FARMING**

REPLACEMENT OR REFUND OF MONEY  
 Guaranteed by  
**Good Housekeeping**  
 as shown as advertised therein

**MIDWEST MFG. COMPANY • Galesburg, Illinois**



"CAREFUL—YOU'LL BE DEMONSTRATING 'TILL THE WHOLE EIGHTH FLOOR IS CLEANED. SHE'S THE NEW CLEANING WOMAN."

### Vacuum Cleaner Merchandising

CONTINUED FROM PAGE 48

est advertisements. "We started polishing the rebuilds simply because we discovered that nobody else was doing so," Mr. Cordes said. "Properly buffed on the machine, and with new chromium screws, clips, etc., attached, there is no reason why the rebuilt machine should not look like a brand-new one—and we are accustomed to getting squeals of delight from many housewives who can scarcely believe that this is the same machine they brought in for repair."

#### Year Rebuilt Guarantee

Another strong goodwill-building factor in Cordes Electric's operations is the fact that Mr. Cordes gives an absolute one year's guarantee on every rebuilt vacuum cleaner which comes out of the shop. "If the customer uses a cleaner for 11 months, and the motor burns out, we will cheerfully give her a new motor when she brings it in," he pointed out. "Perhaps we will then lose something on that individual transaction, but the way the customer talks about it to her friends is what counts—since more than 50% of our total sales are recommended in that way."

Because of the handsome appliance store, its excellent location on one of St. Louis' most busily traveled streets, etc., Cordes Electric Co. sells one-half of its vacuum cleaner volume to drop-in customers coming into the store. To demonstrate to them, making the most of cramped space, Mr. Cordes built two elevated platform stages, behind the two display windows of the store, each of which is covered with a simple green carpet. Dust, lint, and other materials are scattered on the carpet and quickly sucked up by the vacuum sweeper being demonstrated. A lot of these customers, too, come in to buy rebuilds, according to Mr. Cordes. "We run a classified ad in

both St. Louis newspapers every day," he said, "including a guaranteed, well-built vacuum cleaner for \$16.95 and up. Perhaps one reason why our volume has grown so consistently is that we do not try to extract too large a profit on rebuilds. Our average markup on rebuilt cleaners is \$5 each, the ultimate selling price being based on the trade-in allowance, the cost of new parts, and the labor of reconditioning it and polishing it. We carry vacuum cleaners all the way from \$16.95 to \$50 in the used classification, but we trade as many customers up to the new machine as possible."

#### Little Outside Selling

Unlike many exclusively vacuum-cleaner organizations, which depend entirely upon house-to-house canvassing by salesmen to produce a profitable revenue, Mr. Cordes does not depend on this at all. At times he has had crews of salesmen amounting to as many as six men out in the neighborhoods, making calls. During late 1947, he was using only one man, paid 20% commission on vacuum cleaners and 5% commission on major appliances such as electric ranges, refrigerators, etc. "As I have mentioned before, vacuum cleaners are more or less our calling card," he said. "We are well known as specialists in this field, which has been responsible for the acceptance we get when we offer major appliances." Also like many other dealers, Mr. Cordes has found that one of the worst difficulties of operating an intensive door-to-door selling program is the fact that once a salesman has made several profitable sales, he is likely to take off for a few days, with no calls being made at all. Thus, intensive good-will promotion, plenty of newspaper advertising, and the good location of the store do the work.

(Continued on page 176)



# Now! NESCO Quality in a Fuel Oil Heater!



Fast Heating!

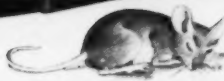
Long on Economy



Tops in Quality!



Sturdy Construction!



Quiet!



It's the pace-setter of a great new NESCO line!



THIS beautiful new Nesco Fuel Oil Heater was designed and perfected by the same top-flight Nesco engineers who created the famous Nesco Roasters, Kerosene Ranges and Heaters, and other fine-quality products for the home.

The Nesco gives an amazing *dual flow* heat output from the top grille and reflect-doors at the sides—plus *floor level heat* from the exclusive, heat-directing synchronized louvres. A unique combination of patented burner, baffle and heat

accelerator tube makes every bit of heat *effective* heat.

The Nesco has convenience features, too, with real sales appeal—"No Stoop" Dial Control—Accurate Fuel Gauge—Readily Accessible Service Door—Large Humidifying Pan—Leg Levelers—and many others. A full line of accessories is available, including semi-automatic and fully-automatic controls.

Get set for profits . . . contact your Nesco distributor right away!

NATIONAL ENAMELING AND STAMPING COMPANY

EXECUTIVE OFFICES: 270 NORTH 12TH STREET, MILWAUKEE 1, WISCONSIN

Sales Offices: Merchandise Mart, Chicago • Conder Building, Atlanta • 200 Fifth Avenue Building, New York • Arkansas Building, St. Louis • Western Merchandise Mart, San Francisco.



# For building sales in your **BIG HOME MARKET...**

*Success is a*  
**HOUSEHOLD**  
*word!*



● Note that word **BIG**. Of all America's non-farm homes, 6 out of 10 go up in small cities and towns . . . the *Household market*. **BIG** again — the homes of Household families *average* more than six rooms each!

No wonder these big homeowners are so warm to Household's Idea-Planned editorial pages. Here are the home ideas they seek—more than 255 per issue—fresh, practical ideas for better living that send these home-loving families rushing to buy.

Of the 2,000,000 Household families, *almost a third* plan new construction . . . *two-thirds* have definite plans to modernize . . . *still more* want new furnishings and equipment!

They have more to spend than ever before—yet Household still brings you this rich, responsive market at the *lowest cost per page per thousand*—\$2.25 for black and white, \$3.00 for 4 colors.

## Household's Success Story

- ★ Handsome new format!
- ★ Advertising revenue up over 40%
- ★ More 4-color ads!
- ★ Circulation at a new high—over 2,000,000!
- ★ Lowest cost per 1,000 readers—\$2.25 for black and white page, \$3.00 for 4 colors!

Capper Publications, Inc., Topeka, Kansas

# HOUSEHOLD

*a magazine of action for small cities and towns*

## DISTRIBUTOR NEWS

lar meeting in Fort Worth, sponsored by the United Appliance Co., drew 150 dealers. V. R. Lindemann of Dallas, southwestern regional sales manager for Crosley, took part.

New general manager of the Covington Distributing Co., Houston, is B. K. Pond, formerly manager of Leuthi & Welch, Crosley distributor in Columbus, Ohio.

### VIRGINIA

More than 600 Frigidaire dealers and salesmen from Virginia, West Virginia, Tennessee and North Carolina attended a sales and service meeting of the Frigidaire Sales Corp., Roanoke branch, recently. F. H. Peters, advertising manager for Frigidaire, outlined plans.

### WASHINGTON

John Kludt has become a partner in the Tate Electric Co., Pullman, where he will head the sales division. He was formerly manager of the Washington State College Student Union building at Pullman.

F. B. Connelly Co., Spokane, has taken on distribution of the Lauderall automatic home laundry in Spokane and Portland, Ore., territories, according to the F. L. Jacobs Co.

Stewart E. Carter has been elected president of Harper-Meggee Inc., Seattle, filling the vacancy left by the death of R. F. Meggee on Feb. 13. Harry Henke, formerly secretary of the distributing firm, has been named vice-president. Jene Golihur, formerly manager in the Spokane office, has been transferred to Seattle as sales manager.

### WEST VIRGINIA

About 150 Norge dealers from West Virginia, Virginia, Kentucky and Ohio registered for a two-day sales and service school sponsored by the Charleston Electric Supply Co. of Charleston. Speakers were L. N. Guild, production manager of refrigeration specialties; C. C. Hightower, assistant central sales manager, and Paul Berner, manager of home laundry equipment.

### CANADA

Western Agencies Ltd., wholesale appliance distributors in Vancouver, B. C., has announced that it will open a branch warehouse in Victoria, B. C. This addition will enable the firm to provide better service to island customers, according to G. Hinch, manager.

### HAWAII

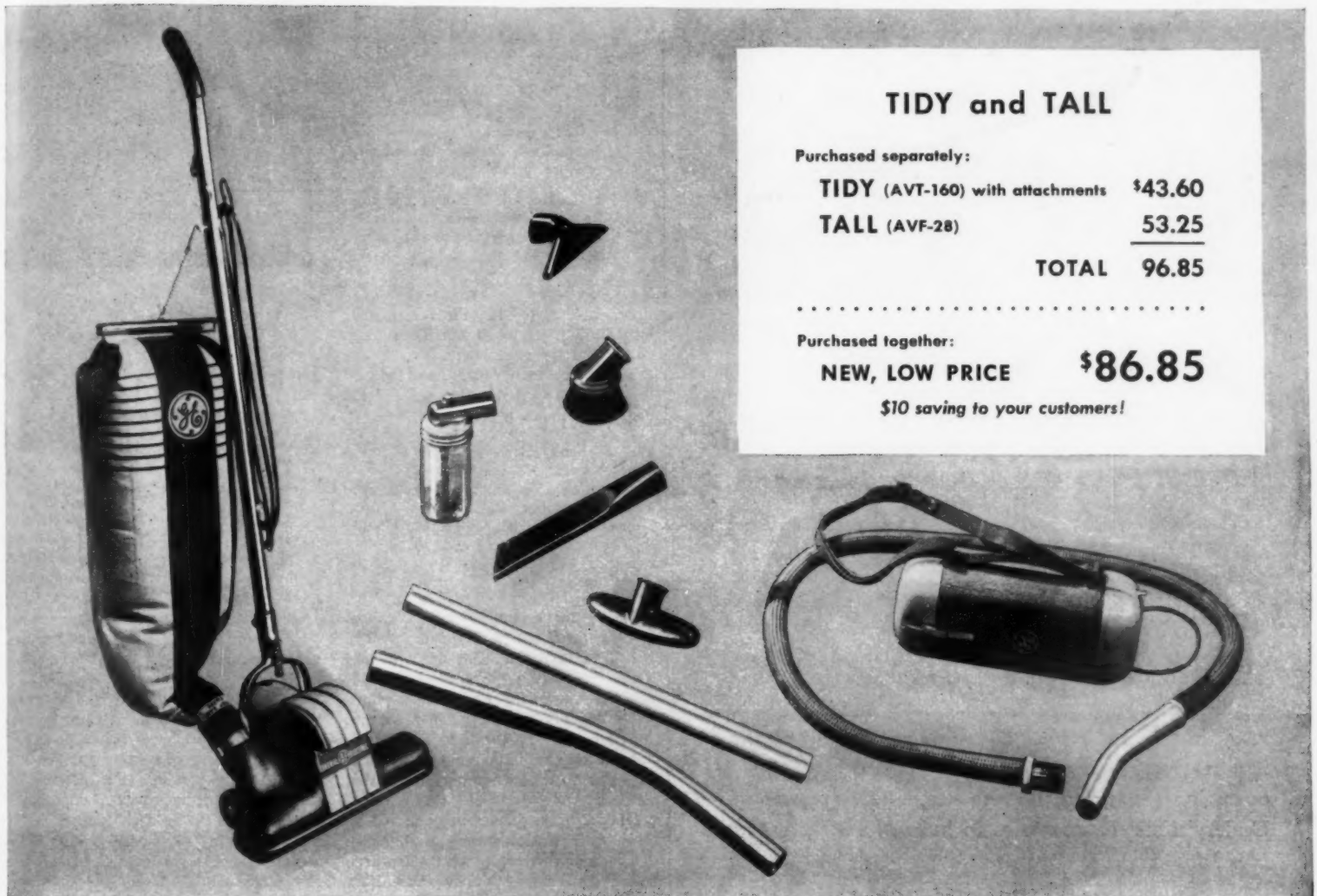
New general manager of Electrical Service Co. Ltd., Hawaii, is Don Dady. Recently the State Appliance Co., Honolulu, opened its doors for business. The new store is owned and operated by Robert and Kenneth Kawada. The brothers are carrying a complete line of Hotpoint major appliances, Philco, RCA, Emerson and Westinghouse radios, plus a complete line of traffic appliances.

E. H. Wilcox, manager, export division, Kelvinator, Division of Nash-Kelvinator Corp., visited Honolulu recently to consult with the distributors who handle Kelvinator products.

GENERAL ELECTRIC ANNOUNCES:

# New Sales-making Bargain!

## "Perfect Pair" at a \$10 Saving!



### TIDY and TALL

Purchased separately:

TIDY (AVT-160) with attachments \$43.60

TALL (AVF-28) 53.25

TOTAL 96.85

Purchased together:

NEW, LOW PRICE \$86.85

\$10 saving to your customers!

Here's the kind of news that makes customers open their ears—and their pocketbooks!

**A chance to get the finest** round-the-house cleaning combination on the market: General Electric's TIDY for easy, above-the-floor cleaning—General Electric's TALL for efficient rug-cleaning.

**A chance to save \$10**—more than 10% of the total cost!—simply by buying these two cleaners together, instead of separately.

Good deal? It's terrific! Brings the price of the two cleaners together down to a point where it's actually below the price charged for just one machine of some other makes.

#### Public Announcement—Via Radio!

Art Linkletter, M. C. on that fun-packed radio show "The G-E House Party," broke the good

news to his several million daily listeners on May 24th. (CBS, 3:30 p.m., E.D.S.T.)

During the week of May 31st, the "House Party" featured concentrated sell on TIDY and TALL.

And right through spring-cleaning season—Art will continue to plug the "Perfect Pair" at the new, low price!

#### Get Set for Sales!

New, low price—new, high sales! That's our pre-

diction. So don't miss the "gravy" boat!

Give TIDY and TALL a B-I-G display. Put 'em in your window, with an announcement of the new, low price. Display 'em on your floor. Demonstrate—talk—sell.

Clean up on cleaner sales with this newest General Electric deal! Appliance and Merchandise Department, General Electric Company, Bridgeport 2, Connecticut.

(Prices subject to change without notice.)



## VACUUM CLEANERS

Approved by Underwriters' Laboratories, Inc.

# GENERAL ELECTRIC

# "SPARK IS FAR SUPERIOR to any other oil heater we have handled"



Here's what Mr. Ernst says:

"We have handled thousands of Spark oil burning heaters since we took on the Spark franchise over ten years ago. We feel that it is the best oil heater made, and far superior to any other oil heater we have handled. It is completely trouble-free. It's like sitting in front of an open fireplace when you have a Spark oil burning heater in your home. It is very economical to operate... no changing of wicks... no odor. The fuel oil can be stored outside the house. Altogether, Spark is as clean as a whistle."

Fred A. Ernst  
President, Ernst Hardware Co.  
Seattle, Washington

**YES**, Spark dealers everywhere agree that Spark oil burning heaters are superior... that their superior features result in sales and profits. For customers like the pleasing appearance of the Spark heater, and the efficient, low-cost operation (Spark oil burning heaters are approved by Underwriters' Laboratories to burn No. 1, No. 2 and No. 3 fuel oil).

## FRANCHISES AVAILABLE...

In the growing business of the Spark Stove Co., Inc., there is still room for a few more progressive dealers. Here's a field where honest sales effort will pay big dividends. If you'd like to join other dealers in the profits from Spark oil burning heater sales, write to the Spark Stove Co., Inc., 2619 E. 12th Street, Oakland 1, California, saying "I'm interested." A coupon is attached for your convenience.



Yes, I'm interested. Without obligation to me, please tell me how I may obtain a franchise for Spark oil burning heaters.

Name \_\_\_\_\_

Firm Name \_\_\_\_\_

Street and Number \_\_\_\_\_

City and State \_\_\_\_\_

(Clip and mail to Spark Stove Co., Inc., 2619 E. 12th Street, Oakland 1, Calif.)

## Gifts for Store Traffic

CONTINUED FROM PAGE 62

### MEET BEN C. DUFFIE, THE VOICE OF EXPERIENCE



1. Anniversaries and holidays are great events to precipitate action on the part of customers.
2. The mechanics of appliances are becoming so trusted that women feel safe to buy them without husband inspection.
3. Stores today need a woman in them.
4. Ben Duffie feels that dealer territory is automatically limited by service and installation factors.
5. The trade-in era is coming and the independents can handle them best. Don't let your salesmen do the evaluating.

floor traffic enjoyed by the Westheimer branch, but do more outside selling. Born of long experience, Ben Duffie thinks the following formula is the best to get action out of sales people. He feels a man should get:

- \$150 a month salary, based on \$1,500 a month sales.
- 5 per cent on major appliances, sold outside.
- 2 per cent on floor sales.
- 5 per cent extra on sales over \$2,000 monthly.
- 2 per cent extra on sales over \$2,500 monthly.
- 2 per cent extra on sales beyond \$3,000 monthly.

Of the three men selling appliances for the firm, one is knocking over a Bendix sale daily. The husband and wife combination is very good, as it releases the man for outside work, while the wife takes care of the store.

The men stick to one store, as it is felt that they build up an acquaintance-ship which is lost when they are shifted around.

Delivery and service are handled by the store, one department taking care of the business originated by all three addresses. Bendix is the sole exception.

Ben Duffie doesn't care for geographical protection on the lines that

he carries. He likes to be free to roam. Too often, he says, a cousin or a friend of a customer also becomes a prospect, and he desires to be able to sell her. A dealer is automatically limited by service and installation factors, he thinks. Trade is held because people like to deal with you.

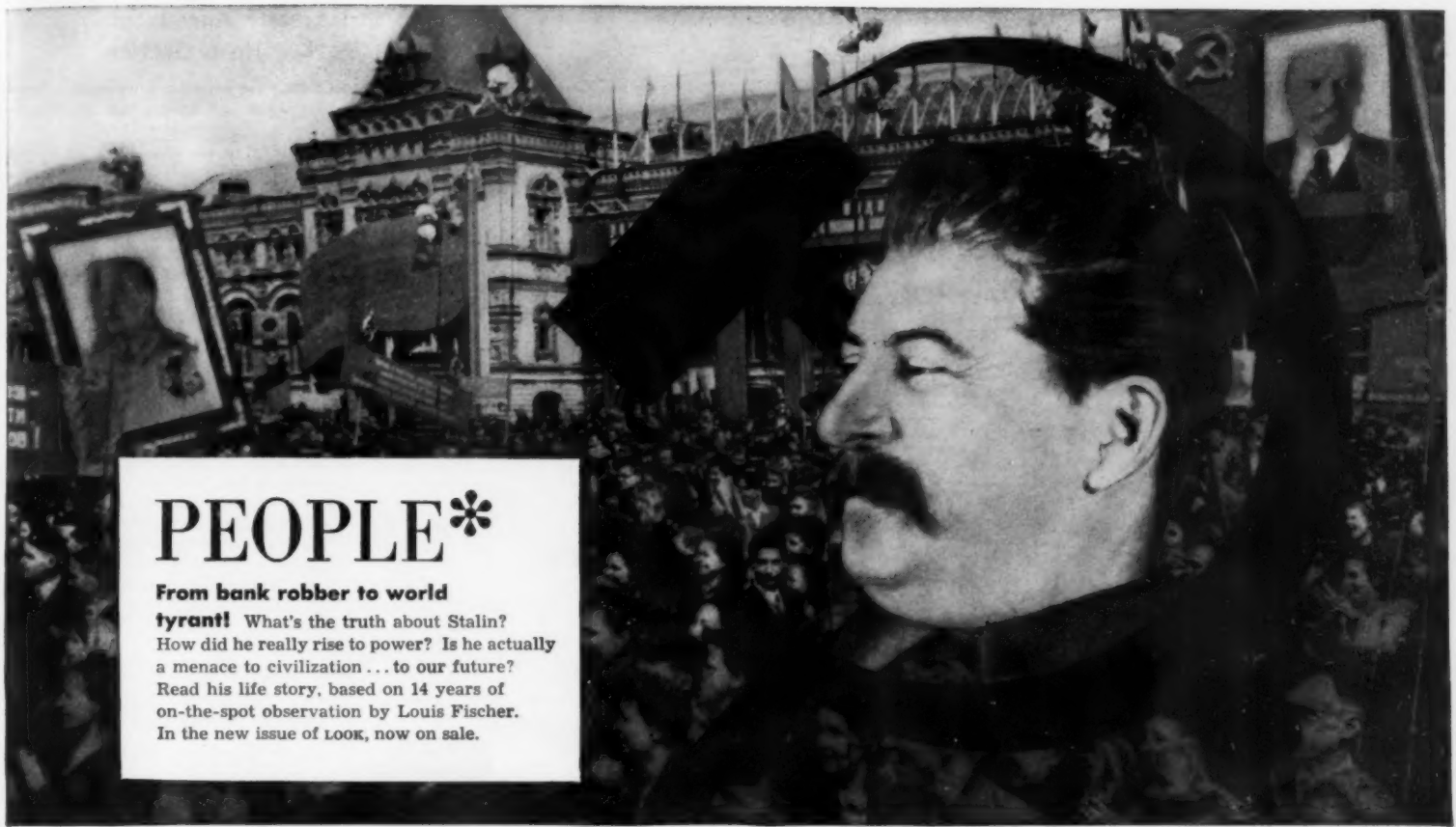
### Trade-In Prospects

When the present honeymoon ends, says Ben Duffie, there is going to be a trade-in on every sale. Independent dealers are the boys who can handle trades, not the downtown outlets. Mr. Duffie has found that one cannot let a salesman arrange the trade; an appraisal is needed by a third party, who can figure out just what is needed in the way of repairs, and what the trade will bring. Salesmen bid their heads off without thought of consequences.

The beginning of trading will see the end of the day where the distributor can force the dealer to accept merchandise in order to hold the franchise.

And it will be a much healthier era, declares Ben Duffie, who in his 16x60 ft. shop, which costs him \$144 a month, is in a position to do business, come what may. End





## PEOPLE\*

**From bank robber to world tyrant!** What's the truth about Stalin? How did he really rise to power? Is he actually a menace to civilization... to our future? Read his life story, based on 14 years of on-the-spot observation by Louis Fischer. In the new issue of LOOK, now on sale.

## PURPOSE\*

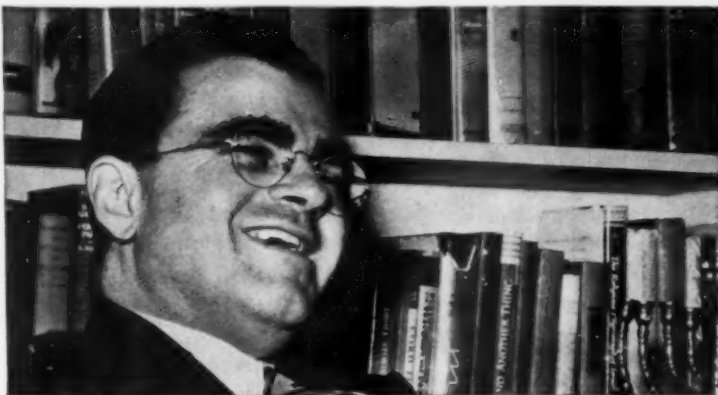
**Where is her son?** Ten thousand GI's have vanished without trace. The Army searches for them unendingly, spurred on by heart-breaking letters from mothers, wives, sweethearts, asking "Where is he?" Read "The Mystery of the Missing GI's"... in the new issue of LOOK, out today!



## POWER\*

**Rebirth of a best seller.** Last January, Dr. Liebman's "Peace of Mind" had dropped from No. 1 best-seller to No. 5. Then LOOK featured it; and it went back to first! Its publishers write: "LOOK's 15,650,000 readers have had a highly beneficial influence on sales." It is now "hitting a pace actually faster than the original sale!"

**Look - on sale every other Tuesday. Get the new issue at your newsstand now!**



### \* PEOPLE

15,650,000 regular readers... the second largest total audience in America today... America's fastest-growing major magazine.

### \* PURPOSE

Authoritative reports on America's problems... edited for both men and women... in every issue of America's family magazine.

### \* POWER

1,956 readers per ad dollar... more readers per dollar than any other major magazine... higher advertising visibility than any weekly magazine.

**NOW! MORE THAN 2,900,000 CIRCULATION**



# Easy steps

**TOWARD EXTRA SALES**

**...THE MORTON UNIT-SALE WAY**

● It's simple, it's logical. When you sell a major appliance—range, refrigerator, freezer, or Morton Cabinet Sink—follow through by suggesting the Morton units that *belong* with that appliance. See how it works out in the illustration above. The addition of a Morton Pantryette and Base Cabinet transforms the range into a "Cooking Center," appealing to every woman who longs for a modern kitchen.

That is easier for you than selling "package" kitchens by bidding on specifications. Morton units sell like furniture, a piece at a time, the

way most people can afford to buy them. Morton's Unit-Sale Plan is designed for your great volume market—families who have to budget their purchases carefully; families to whom a custom-built kitchen represents too great an investment.

If you add a Pantryette and Base Cabinet to each major appliance sale, repeat business comes naturally—when your customers can afford the next step in improving their kitchens. Get complete information from your Morton distributor.

*Morton*

**MANUFACTURING COMPANY**

General Offices: 5125 West Lake Street  
Chicago 44, Illinois

## Liberty Announces New Home Section

Starting with the June issue, *Liberty Magazine* will have a new Home Section, it was announced by Franklin S. Forsberg, publisher. "The new section will bring *Liberty* readers practical, workable counsel on making the American home more livable at low cost. It will contain factual, budget-fitting editorial guidance on today's best values among branded products in household electrical equipment, house furnishings, kitchen equipment and supplies, paints, varnishes, window coverings, radio, television, automobiles, fabrics, food products and beverages," said Dave Brown, editor. "Brand names and prices will be included in all the articles, so the reader will know what to buy and what it's going to cost him."

Gertrude Wilkinson, formerly food editor of *New York Journal American* has been appointed editor of the new section. She has just completed a cook book which is now in the hands of her publishers.

## March Appliance Sales Show Gain in New Jersey

Sales of domestic electrical appliances in the area served by the New Jersey Power and Light Co., took an upswing in March of this year as compared with the same month in 1947, according to a recent issue of the *Coordinator*, the utility's dealer bulletin.

### How They Rated

Electric ranges piled up a score of 101 units sold in March, 1948, as compared with 91 sold during the same period last year. Water heaters went up from the 1947 figure of 62 to 78. Refrigerators totaled 172 as compared with 102 last year. Automatic washers reached 22, five better than the 1947 total of 17. Ironers jumped from five to nine. Freezers and dishwashers were the only appliances listed which showed a decline, the former sliding from the 1947 figure of 14 to 11 this year and the latter going downhill from five to four. For the three months period, however, both these two appliances, as well as all others, were well ahead of the 1947 three months totals.

## Tide Reveals Consumer Appliance Buying Plans

The buying plans of families in all sections of the country on eight standard electrical appliances were revealed in the May 7 issue of *Tide* magazine in the first of a continuing series of similar quarterly reports.

The survey, based upon interviews in about 5,000 households and made by the Market Research Co. of America, declared in its first appearance that farm families plan to buy three percent more of the eight products involved (ironers, ranges, irons, cleaners, mixers, refrigerators, washers, toasters) than the average U.S. family, but they will spend 18 percent more in dollar volume.

The West will buy 20 percent more units than the average household, says *Tide*, but will spend only 13 percent more.

*There*

**YOU WILL FIND**

**THE INCOMPARABLE**

*Capehart*

**ON EXHIBIT**

**PALMER HOUSE**

**PARLORS 15 AND 16**



(The complete Capehart line will also be exhibited at the same time in the Blackstone Hotel, presented in connection with our Chicago Regional Dealers' Meeting.)

**MUSIC MERCHANTS**—all of you who plan to attend the National Association of Music Merchants 1948 Trade Show...the Farnsworth Television & Radio Corporation offers a cordial invitation to visit our exhibit, Parlors 15 and 16 at the Palmer House.

This exhibit will feature not only the new models of the world-famous Capehart Concert Grand but the new tonal triumphs in a broad new line reaching into the modest and medium price fields.

We know you will be more than interested to see what Capehart engineers and Capehart cabinet craftsmen have accomplished to bring the flawless tonal excellence, the cabinet beauty, the mechanical ease of operation (two amazing and unique types of record changers)—Capehart quality within the reach of your entire price market.

*Farnsworth*

**TELEVISION & RADIO CORPORATION, FORT WAYNE 1, INDIANA**

# MARQUETTE

## Freezers HOME AND FARM • COMMERCIAL



### 7 Fast Selling MARQUETTE APPLIANCES

The Forward Looking Dealer is busy establishing his Home Freezer markets TODAY! Set yourself to Sell the Complete Line of Marquette Home, Farm and Commercial Freezers.

All MARQUETTE FREEZERS are Designed to Attract . . . Priced to Sell . . . and Engineered for Efficiency.

**BEAUTIFULLY STYLED** Marquette Freezers have two coats of gleaming white, high bake Dulux enamel with contrasting black recessed base . . . chrome plated hardware and trim. Panelyte, the new, modern plastic insulation is used for Thermo-Breaker Strip to keep freezing cold in and heat out. Counter-balanced door for Safe, quick, easy access to Frozen Foods. Clamp-type Handle for positive, airtight seal. Handle has provision for locking.

**MODEL 16A** This 16 cubic foot Marquette Freezer holds 500 to 600 pounds of Frozen Foods. Full 4 1/2" thickness of Rock Wool and Compressed Insulation. Dependable, sealed-in-oil Hermetically Sealed Refrigeration Unit.

**MODEL 8A** For the average family. This 8 cubic foot Freezer holds 250 to 300 pounds of Frozen Foods. Hermetically Sealed Refrigeration Unit is sealed-in-oil for trouble-free service. Static cooled condenser. All Marquette Freezers are designed for **Fast Freezing** as well as **Storage!**

**MODEL 4A** This apartment size "Utility-Top" Freezer has 4 cubic foot capacity. Holds 125 to 150 pounds

Frozen Food. Ideal for those who cannot enjoy spaciousness of larger models. Has a contrasting black Plastic "Utility-Top".

**MODEL 16B** Self-Serve Commercial Freezer is designed for displaying and merchandising Frozen Foods at their Best. Marquette Self-Serve Freezers have non-warping "Tuflex" crystal-clear tempered glass sliding doors. "Tuflex" sliding glass doors prevent the loss of freezing cold and give customers quick, easy access to Frozen Foods. Excellent visibility for fast sealing display of all Frozen Foods.

**MODEL 16C** Beverage-Cooler. This Self-Serve model has the same specifications as model 16B except the Thermo-Control range is 32° to 54°. The Marquette Beverage Cooler provides **DRY STORAGE** of all bottle goods. No icing to check . . . no water to spill. The greatest advance in Beverage Coolers in years . . . and is a **real** soft drink merchandiser.

**MODEL 8B** Self-Serve Commercial Freezer . . . the same as 16B except has 8 cu. ft. capacity.

**MODEL 8C** Beverage Cooler . . . the same as Model 16C except has 8 cu. ft. capacity.

**IMMEDIATE DELIVERIES!** Marquette is making Immediate Deliveries on all Marquette Home, Farm, Commercial Freezers and Beverage Coolers.

#### WRITE TODAY

for **DEALERSHIP DETAILS** on **MARQUETTE FREEZERS and REFRIGERATORS**

Look to

# MARQUETTE

MARQUETTE APPLIANCES, Inc.  
Minneapolis 14, Minnesota

For Leadership

## Chicago Telesets

CONTINUED FROM PAGE 64

hands of dealers as demonstrators, stock, etc.

The American Telephone and Telegraph Co. had announced that the coaxial cable was on its way to Chicago, permitting piping of network events from the East. Its services would probably be shared jointly. Two other new stations were opening in Chicago Sept. 1, one owned by the National and the other by the American Broadcasting Company.

#### A Lot of Stores Carry Stock

Within the 40 mile radius of Chicago there were said to be about this number of dealers stocking one or more television sets:

872 in metropolitan Chicago  
236 in suburbs  
56 in Indiana  
9 in Michigan  
13 in Wisconsin.

Brands being distributed were RCA-Victor, Philco, Dumont, Motorola, Admiral, Stewart-Warner, U. S. Television, Belmont, Crosley, General Electric, Viewtone, Transvision Kit, Majestic, Stromberg-Carlson, Farnsworth and Scott. Distributors of makes appearing in large volume said that an abundant stock would be on hand for the period of the *Tribune* promotion. Undoubtedly there would be a robbing of Peter to pay Paul by the manufacturers who were just tooling up for the business. Chicago is confident on being able to make prompt deliveries on orders.

While the greatest volume of television set sales are coming from independent dealers, a distributor breaks down the dealers as follows:

1. **Casual dealers.** Have a television set on the floor as window dressing, much as they have a kitchen cabinet background for their appliances.
  2. **Lukewarm dealers.** Those who don't know how to sell, and who let the 25 percent profit margin on television stop their activity.
  3. **Enthusiastic.** About 50 dealers in Chicago are doing the lion's share of the business.
- Harry Alter, veteran distributor, of 1728 S. Michigan Ave., Chicago, outlines what he considers the sales resistance to television.

#### Television Sales Resistance

1. **Price.** The prospect must be made to understand that it is quite true that some day sets may be cheaper. However, a study of Chicago television sets show that families turn them on 7 times a week. To take a family of four out to the movies once would cost at least \$1.50 admission. Entertainment seven evenings a week at this rate gives the family at least \$10.50 worth of pleasure, or \$42 worth a month. And the cost of electricity for operating is only about 50¢ a month, with a set drawing 275 watts. Obviously, a family won't gain much by waiting.

2. **Fear of obsolescence.** There is no danger of television sets of today not working fifteen years from now, (Continued on page 184)



**NOW . . . WESTINGHOUSE GIVES YOU THE FIRST  
GENUINE CABINET DEVELOPMENT**

**IN 25 YEARS**

**THE DUO cased in MICARTA  
... *The MIRACLE MATERIAL***

Tough enough for gears, bearings, and bushings . . . beautiful enough for fine furniture—that's *Westinghouse Micarta, the miracle material that won't burn, stain, crack, warp, dent, chip, or splinter!*

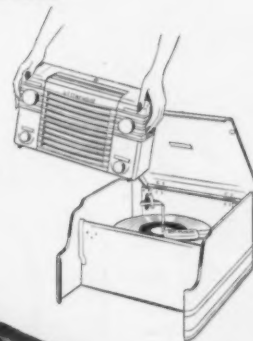
Demonstrate this indestructible cabinet to your customers! Snuff out cigarettes on it. Prove to them that alcohol won't stain

it. Let them lift out the carry-about radio. Have them listen to the full, rich tone of the radio . . . the true-to-life reproduction of the automatic record player.

Then clinch your sales with the welcome news that Micarta's ease of fabrication makes possible a significant price reduction you can pass on to them.

*Stock up on the MICARTA DUO today! Watch this feature-packed combination pile up sales for you!*

HOME RADIO DIVISION • WESTINGHOUSE ELECTRIC CORP • SUNBURY, PA.



*Radio's first name is*

**Westinghouse**  
PLANTS IN 25 CITIES OFFICES EVERYWHERE

# Good Business!

• Electric clocks so well designed and made that they sell on sight—and stay sold. Moderately priced—sold under Fair Trade Agreements (in states where applicable), with liberal dealer profit margin. Good business. Get your share.

**RELIABILITY**  
THE E. INGRAHAM COMPANY • BRISTOL, CONN. • ESTAB. 1831



**LYRIC:** SA-14. The miniature self-starting alarm in die cast metal case with glossy durable ivory baked enamel finish. Retail \$4.95.

**ARLINGTON:** SD-136. A beautiful walnut wood case electric self-starting Desk or Table Clock. 6" high. Silver plated dial. Retail \$12.50.

**MURAL:** SK-135. Electric self-starting Kitchen Clock with die cast metal case in smooth durable white baked enamel. Retail \$4.95.

**ARTCRAFT:** SD-138. Self-starting Occasional Electric. Gum wood case, butt walnut top, hand rubbed finish, gold plated feet. Silver plated metal dial and gold plated hands, 5 1/2" high. Retail \$9.95.

Prices exclusive of taxes and subject to change.

*Ingraham*

**SENTINEL**

(Reg U S Pat Off)

**CLOCKS AND WATCHES**

*"Guard Your Precious Time"*



## Chicago Telesets

—CONTINUED FROM PAGE 182—

says Harry Alter, as the channels have been fixed.

The fear of color television coming in and making the old set useless is not a liability either, he points out. For color television employs three wave channels, one for each color. The present channel will be used for the color blue, if color broadcasting comes in, which would give present day sets an image much like the one they are now enjoying.

Mr. Alter believes that the present "wasit" charge—warranty, antenna, service, installation and tax—added to the set cost is not good merchandising, but one established by the industry.

Only about 10 percent of the dealers selling television today are doing their own installation. The balance go through factory or distributor, service departments, with a few placing their business through independent service organizations like Universal Television service.

### Service Troubles

Service men say that most of the dead areas in Chicago are toward the southwest, where the images are blocked off by the loop's high buildings. They say that more stations, increased height of antenna, and increased power will do away with most of this trouble.

Nearly any kind of an antenna is good for a demonstration. Television sets have been hooked up to bed-springs and three foot lengths of water pipe and produced. However, for a dependable night in and night out performance, a permanent antenna is needed.

Dealers do not make any profit on the installation charge, they say, which is averaging around \$60.

The amount of service required by Chicago television sets has been astonishingly small, Chicago owners told ELECTRICAL MERCHANDISING. Many of the difficulties have been due to factors outside the set itself, such as airplanes passing, or something in the broadcasting.

Some dealers with locations that are considered impossible, due to closeness to street car tracks, have done very good selling jobs, thanks to the fact that most of their demonstrations take place in homes.

### Programs on the Spot

Whether Chicago will absorb 100,000 television sets this year depends in a degree on the programs. With sports, which account for about half a newspaper's popularity, the program makers are solid. It remains to be seen whether material can be gathered and whipped together which will entertain the children and hold the interest of adult mentalities. With an election year, there is certain to be whoop and hurrah. But the odds look good that Dick Swank will be able to report, come December 31, that the Windy City has gone over the mark, and the quota of retail sales is in the bag, making the future progress of the new medium rosy. *End*

*fishing for*  
**WATER HEATER SALES**  
*this summer?*

If you are—you'll find that it takes more than "fisherman's luck" to make the biggest sales catch. Sepco Water Heaters, backed by 33 years of research in dependable water heating, are the answer to more sales this summer.

**YOU'LL NEED THIS**

**Sepco BAIT**

It's always wise to have more than one good lure—and Sepco has them, with the exclusive Hot-Center and Immersion Thermostat. Add the other Sepco features and you're bound to land more sales than ever before.

**Exclusive  
 SEPCO HOT-CENTER**

Big 4 foot vertical heating unit—radiates heat from center position—heats water continuously as it rises to the top of the tank—keeps large area of water at even temperature ready for instant use—reduces water turbulence—minimizes scale formation—Sepco Hot-Center can be replaced without draining tank.



**Exclusive  
 SEPCO THERMOSTAT**

Sturdy for long life—responds quickly to inside water temperature change—sensitive snap action assures steady hot water at all times—can be replaced without draining tank.



**OTHER SEPCO FEATURES**

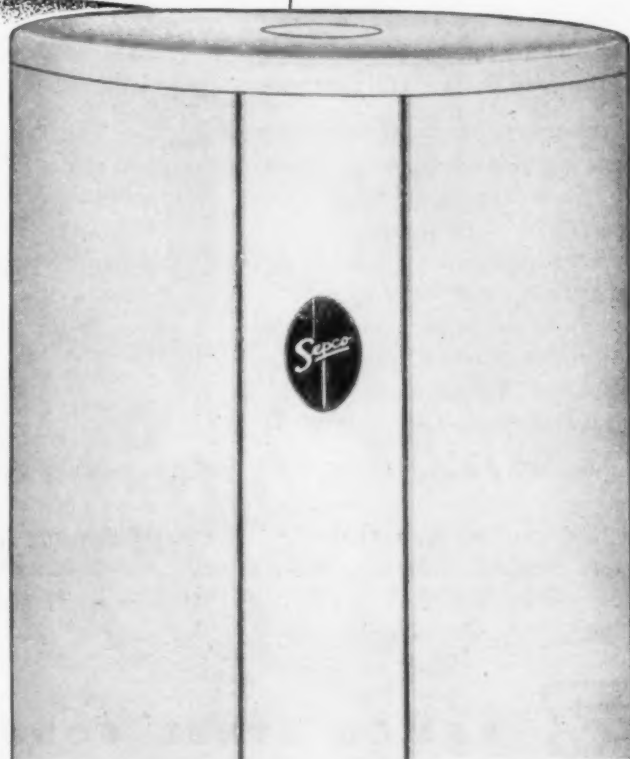
Copper Heat Trap to prevent flow of heat into plumbing system when no water is being drawn. Three-inch thickness of FIBERGLAS insulation to prevent heat loss. Cold water inlet diffuser to prevent mixing of incoming cold water with hot water. Welded steel tank—300 pound test with extra-heavy, long life galvanizing.

Sizes—20-30-50-66-80 gallon (as illustrated) and "Table Top" Models.



*Pioneer in DEPENDABLE  
 water heating since 1915*

**AUTOMATIC ELECTRIC HEATER COMPANY**  
 POTTSTOWN, PENNSYLVANIA





## Millions of people changed our name

You may think it strange that millions of people could have a voice in changing a company's name, but that's what happened to The American Rolling Mill Company.

Several years after the company started operations in 1900, it adopted the trademark "ARMCO" for its special grades of steel. The ARMCO trademark—composed of the first letter in each word of the company name—has been widely advertised and appears on all the company's products. Many ARMCO customers identify their use of these special-purpose steels with this familiar trademark.

Through the years—as the original small mill grew into one of the country's great steel companies—our customers, dealers and the public alike have preferred to call the company "ARMCO." So, in

recognition of this preference, the name of the company has been changed from The American Rolling Mill Company to Armco Steel Corporation.

The change is one of name only. It does not affect ARMCO management, personnel and long-established policies. It *does* emphasize more strongly the importance of the ARMCO trademark, and increases its value to those who use ARMCO Special-Purpose steels in the things they make.

The alert research and production men who have perfected so many special-purpose grades of ARMCO steel will continue to improve present steels while developing new ones to help manufacturers build better products for the home, farm and industry. Armco Steel Corporation, Middletown, Ohio. Export: The Armco International Corporation.



### ARMCO STEEL CORPORATION

THE FAMILIAR ARMCO TRIANGLE IDENTIFIES SPECIAL-PURPOSE STEELS THAT HELP MANUFACTURERS MAKE MORE ATTRACTIVE, MORE USEFUL, LONGER-LASTING PRODUCTS

## Disabled Veterans

—CONTINUED FROM PAGE 53—

\$21.05 a week to bring his total monthly earnings up to \$185, a wage big enough to live on while he learned. Soon Mr. Pettet raised his pay to \$33.60 and the government allowance took a corresponding drop. Now he is receiving \$42 a week from the firm and next year he'll get \$63. At the end of his training he'll earn \$84 a week. Each increase was arranged in advance between Mr. Pettet and the Veterans Administration as part of the four year schedule. However, if Tony wasn't the good and capable worker that he is his boss could have—and probably would have—long since fired him.

The fact that he has done so well is remarkable in the light of the fact that when he began his training he was classified as 50 percent disabled. Now that classification has been reduced to 10 percent. He had his difficulties even when he was "cured." As he himself admits, "When I first started, the hardest thing in the world for me to do was to lay out a job, pick up a tool and go to work. Going to school helped keep my mind occupied and I got a job almost immediately after graduating so there was no time-lag, no long period of thinking about myself.

"I started out with Pettet repairing appliances, then went out and did general wiring and got a taste of heavy work like factory installations. The work isn't confined to one job; it's spread out and interesting. Each task has its own problems."

This interest and ability is essential to any man who works for Pettet. "Men who work for me run their own jobs," he declares. "I don't want any man I have to follow around and keep tabs on."

### No Previous Experience

Ted Lucksho benefits from the same arrangement. He'd had one year of high school before he was 21 and the army took him. Unlike Tony he'd had no previous electrical experience when he got out of the service. He didn't know exactly what he wanted to do, so he asked the VA. Hard physical work was out because of the ploughed-up condition of his back and arm muscles.

"The VA gave me vocational aptitude tests and told me that I was a good candidate for radio engineering," he says. "So, on their recommendation I went to the Delhanty Institute in New York for about six months. There they taught me radio servicing and repair and FM and television repair. I liked it from the start. During my course I had talks once or twice a week with VA counsellors. When I was finished the VA suggested that I get on-the-job training. It looked good because, since I was 50 percent disabled, the VA would pay me enough in addition to my salary to make up for the time and earning power I lost during the war until I reached a point where I could carry on myself. I found a job with Weimer, which is near home. The VA man still comes around once a month or so and if I have any problems or troubles he helps me out. The job itself is interesting. I like it so far  
(Continued on page 188)

**SELL THE ONE  
THEY ASK FOR!—  
SCHWINN-BUILT BICYCLES**



SCHWINN-BUILT BICYCLES are the bicycles wanted most . . . asked for first. Surveys show that Schwinn bikes lead in popularity among boys and girls by more than 4 to 1! Show a Schwinn and you Sell a Schwinn!

Write today to your jobber, or direct to Arnold, Schwinn & Co., for the new Schwinn catalog. We will be happy to supply you with the name of the nearest Schwinn jobber.



Look For This Seal—IT'S YOUR PROOF OF QUALITY

**SCHWINN-BUILT BICYCLES BUILD SALES AND PROFITS**

**ARNOLD, SCHWINN & CO.**  
1718 N. Kildare Ave.  
Chicago 39, Illinois

# wanted! FACTORY SALESMEN

FOR THE HIGH-QUALITY PROFESSIONAL TYPE

## *Sear* WIRE RECORDER HIGH FIDELITY



**Portable Model in Convenient Carrying Case**

Includes AM Radio • Lear High-Fidelity Wire Recorder • Leartronic Scratch Filter • Single Record Phonograph Turntable with Leartron Pickup • Dynamic Speaker • Microphone.

One Full Hour Spool of Wire with Cue Disc • Index Pads • Connection Cable to attach Lear High-Fidelity Wire Recorder to any radio or loud speaker. Radio time clock, headphones, and additional spools available as accessories.

**generous discount arrangements for qualified representatives**

- A precision instrument
- Built by experienced engineers
- Full range of high and low tones
- Easy to operate and use
- Hours of perfect performance
- Automatic timer
- Super-fast rewind
- Wire can be used over and over
- Complete range of models and prices, with and without AM-FM Radio
- Records direct, or from phonograph, radio
- Nationally advertised

*Ideal for*

Radio Stations • Advertising Agencies  
Auditions • Air Checks  
Remote Broadcasts • Public Events  
Schools & Colleges  
Dramatic & Voice Teachers  
Language Schools  
Courts & Police, etc.

We have begun a nation-wide campaign of publicity and advertising that will create steady and profitable demand for the LEAR high-fidelity wire recorder. You can share in these sales and profits while calling on your present trade!

If you are an independent radio supply salesman—or, if you operate a radio supply business with a live-wire sales staff—you can make money selling the LEAR High-Fidelity Wire Recorder.

We have a most attractive deal for you now—if you are ready to do a REAL SELLING JOB! No middlemen or distributors—this is a direct factory deal where you get the full discounts!



INCORPORATED

110 Ionia Ave. N. W., Grand Rapids 2, Mich.

For complete details, send information about yourself, your organization and your territory TODAY—to Dept. B.

### Disabled Veterans

CONTINUED FROM PAGE 186

enough to think that it will be my life's work."

His program at the Weimer firm is a two-year one. He began there in March, 1947, and the first year received a salary of \$25 a week, with \$5 increases every six months and an agreed minimum wage of \$50 upon the completion of training.

Cited by the VA as advantages that the disabled veteran has over other types of apprentice workers are (1) his greater maturity, (2) a sense of responsibility, and (3) a burning desire to get ahead. Most veterans in training are married and are in their late twenties or early thirties.

Employers thus get a break. They most often get hard workers who are out to prove to themselves and to the world that they can do a job and do it well. Moreover, they get maturer men than they could ordinarily find in the labor market for apprentice jobs at apprentice wages.

The monetary benefits which are extended by the government are, however, intended as aid to the veteran—not as a subsidy to the employer. Where there is an established union wage for apprentices the employer is required to pay that wage. Where there is no hard and fast minimum wage the prospective employer and the VA work out a fair basis for payment.

Actually, says the VA, it's a simple matter to hire a disabled vet and the process is guaranteed free from governmental red tape. The VA is looking for employers and still entertains a wistful hope that firms of all kinds will sign up as on-the-job training establishments. There aren't any portfolios of bulky forms to fill out. All the employer has to do is to commit himself to train the veteran whom he employs and give the VA a monthly report on the amount of wages which have been paid to the trainee. There aren't any restrictions on normal employer-employee relationships. If the trainee is no good—fire him. Of course the VA asks the employer to appraise the job or jobs offered. You can't ask a man like Ted Lucksho, for example, to move pianos. You have to give him a job which fits his abilities. The employer tells the VA what's available; works out with them the training period and the rates of pay and periodic increases; and takes his pick of the available men. It's that simple. *End*



### AIR-FLO MODEL A-555 AUTOMATIC SHUTTER WEATHER-SEALED



FRONT VIEW--CLOSED

### It Leads the Field In Features

There is every reason why you should use AIR-FLO shutters on your jobs. New heavy reinforcement strip adds strength and long life to the louvers, assures quiet operation and perfect counterbalance, prevents rattling. Aluminum louvers open fully, permitting capacity fan operation. Deep shroud protects shutter from high winds. Tie-rod, brackets and bearings inside frame, not exposed to weather. Special finish resists corrosion. Many other features. Write for illustrated catalog 42-A of the complete AIR-FLO line.

### AIR CONDITIONING PRODUCTS CO.

2340 West Lafayette Blvd.  
DETROIT 16, MICHIGAN

## NORGE HAS IT!

### THE *New* MIRRO-MATIC Deep-Well PRESSURE COOKER

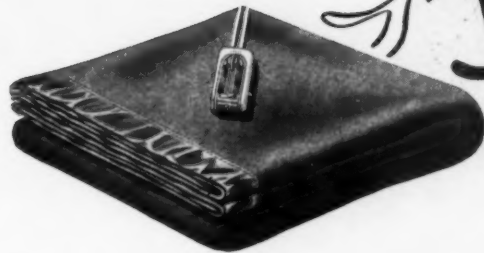
for pressure cooking!  
and pressure canning!

See page 9

# Buy now for extra profits!



**No Kidding,  
Mister.**



**Y**OU'LL KICK YOURSELF if you miss this General Electric Automatic Blanket plan!

It's a special summer-selling plan that's been granted to your General Electric distributor on G-E Automatic Blankets—It reduces your investment and increases your profits. But you've got to act, PRONTO!

This plan means more money to you, not only in *extra profits*—but in *extra sales*, too!

For if you stock General Electric Automatic Blankets *now*, you'll be sure of having *enough* to meet the demand during the fall and Christmas-giving season!

We're telling them, too, with four-color advertisements in leading, top-circulation magazines. And with frequent mentions on the coast-to-coast air show, "The G-E House Party." (Tune in—Monday through Friday, 3:30 p. m., CBS.)

Every day, *more* people are buying G-E Automatic Blankets, for themselves, and for gifts. In fact, last year, electrical bed-covering sales amounted to more than \$23,000,000 at retail. Another swell reason for keeping them on display twelve months of the year.

This year promises to be even better. And here's your chance to get your share of these sales—AT AN EXTRA DISCOUNT!

## THERE'LL BE A BIG DEMAND...

With the advent of G-E Automatic Sleeping Comfort, a whole new world of blanket sales has opened up! More than half a million people have bought G-E Automatic Blankets, and *love* them!

They're telling their friends how this automatically controlled blanket keeps them cozy-warm, all night long, through all normal temperature changes.

So, grab your pencil or your telephone. Get in touch with your G-E distributor. Find out all about the more-money-for-you G-E Automatic Blanket plan. General Electric Company, Appliance and Merchandise Dept., Bridgeport 2, Conn.



"Covering Sleep-Happy America"



## Automatic Blankets

Approved by Underwriters' Laboratories, Inc.

GENERAL  ELECTRIC



*Spring Broilers*



*Summer Gardens*



*High Food Costs*

**Help sell BEN-HUR  
FARM AND HOME FREEZERS**

Many prospective Freezer owners are "window shopping" now — planning to freeze and store those tender "springers" for tasty broiling next winter . . . or anticipating storage facilities for fresh garden produce, a "porker" or two, a prize steer. Or they're anticipating licking the high cost of food by quantity purchases when these foods are plentiful and at lowest prices this summer.

BEN-HUR National Advertising is priming these prospective freezer owners to look for BEN-HUR Farm & Home Freezers in your community! Cash in on this active demand by displaying the complete BEN-HUR Line in *your* store — FOUR popular models, in 6, 9, 12.5 and 18 cubic foot sizes to fit every family's need. Every model challenges comparison — in styling, beauty, engineering and long-life performance at low operating cost. And selling is made easier with Ben-Hur's complete sales helps — displays, direct mail, and ad mats, and other extras.

*Compare Them All* and you'll choose the BEN-HUR Line  
A few choice territories still open. Write...

**BEN-HUR MFG. CO.**

Dept. EM, 634 East Keefe Avenue  
Milwaukee 12, Wisconsin



HEALTHFUL LIVING THROUGH FROZEN FOODS

**Dealers Sell Builders in Houston**

CONTINUED FROM PAGE 51

In the promotion of the building boom, many dealers were permitted to use the new homes as exhibits for their wares. The Houston Lighting and Power Co. itself had four all-electric homes, and between 5,000 and 6,000 people looked at each one of them. In one of the largest housing developments the Houston Lighting & Power takes pride in the fact that 250 homes were adequately wired and equipped with electric range and refrigerator. This, in a town where the average range wiring job runs from \$52.50 to \$55.

"What makes our story so unraveled," says Mr. Pattillo, "has been the fact that the manufacturers have not been sending into Houston enough merchandise to take care of the building boom." Elsewhere it is not appreciated how fast this city is growing. Declared C. J. Blum, superintendent of sales promotion and research, the utility had 155,956 customers of all classes on Dec. 1, 1940. This had jumped to 238,133 in 1947. There was a residential gain of 11,031 and a rural farm gain of 6,217 in 1947 alone. The kw-hr. consumption for urban customers averaged 1,327. For farm and rural, 1,060. This does not include current used for irrigation and is

strictly confined to residential use.

Switch now to a dealer, Tom McCordell of South Main St., and see how he likes the plan: "I give a speculative builder 12½ discount on standard merchandise, and 15 percent on deluxe lines," he says. "On a combination sale consisting of range and refrigerator, including pigtail on range, the contractor makes \$77.10 profit. When you realize that the average speculative builder adds about 10 percent to all the material he handles, this puts appliances in line with everything else. He doesn't have to stock and isn't stuck if he sells something to a customer who doesn't want the appliances. That is very important where builders are concerned, as they haven't any other outlet for appliances."

Mortgage men think that the situation is healthy and will continue. The year 1948 will see the end of these 100 percent financed homes, they say. Called GI homes, actually they were sold to anybody. Most houses now are being sold for 20 percent cash down, and interest rates running from 4½ to 5 percent. The \$400 mortgage allowance for appliances may be altered, but the idea of writing what the purchasing family wants into the mortgage is here to stay. *End*

**SEASON IN - SEASON OUT**

Wise Dealers Select . . . . .

*Motionair*

Modern Indirect Air Circulator  
Sturdy new motor  
2 Speed Switch  
Safety Louvers  
Quiet operation

Actually changes room air completely  
Prize Winning Case Design  
Blends with modern surroundings  
EASY TO SELL  
Handy carrying handle



FULLY PATENTED

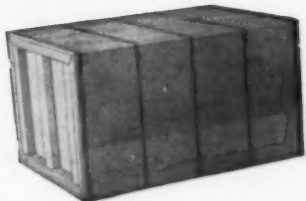
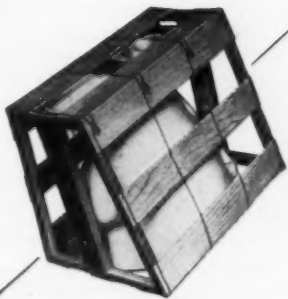
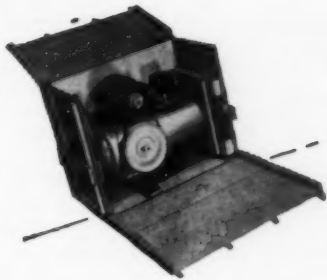


**MOTIONAIR INC.**

3301 MEDFORD AVE. • LOS ANGELES 33, CALIFORNIA



for safe arrivals



**WIREBOUNDS AFFORD GREATER PROTECTION**

The light weight, resilient construction of Wirebound Boxes and Crates offers safer, lower cost shipping that benefits the dealer, wholesaler and manufacturer alike. Wirebounds combine the strength of steel with thinner wood . . . a time-tested combination that withstands the shocks of rough handling in all phases of warehousing and shipping. This means lower shipping charges, reduced damage, and fewer losses of time and money on returned goods. Every Wirebound is specifically designed to meet the requirements of each product carried . . . whether it is heavy hardware, component parts, a product with enameled surfaces or constructed of thin sheet metal sections. Wirebounds are easier to handle, easier to unpack and can often be reused. Yes, if it's shipped Wirebound you can be sure it's shipped right!



WIREBOUND BOX MANUFACTURERS ASSOCIATION  
ROOM 1826 BORLAND BUILDING, CHICAGO 3, ILLINOIS

The Beautiful New

"400"

18<sup>th</sup> Century Desk-Style Sewing Machine



On Display at the Show

JULY 5-17 • CHICAGO

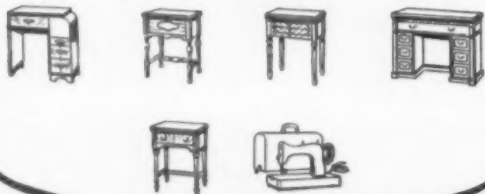
Room 1450, Merchandise Mart

Meet the beautiful new "400". Authentic 18th Century desk styling... distinguished design in choice of rich mahogany or walnut finish. Latest in the line of six smart models equipped with the Free-Westinghouse and New Home heads. Featuring the famous "Nevr-Lock" Stitching Action; Floating Presser Foot; Built-in Sewing Lamp; Reverse Sewing, and many other advanced features. Free Sewing Machine Co., Rockford, Illinois.



SINCE 1870, MANUFACTURERS OF AMERICA'S FINEST

SEWING MACHINES



## Washer Clinic

CONTINUED FROM PAGE 53

and the washer itself, cold to start with, absorbs another 10 degs. If clothes are pre-soaked at 105 to 110 degs., the hot water is further diluted to lower the working temperature. So, before you know it, a 25 to 30 degs. loss between tank temperatures and "working temperatures" takes place. This can only be compensated for in the water heater tank."

### Heater Capacities

Studies show the average American family washes from 1 to 8 loads a week—the average being 4.85 loads. Some large utilities recently made surveys of the washing habits of automatic washer owners on their lines as compared to the national picture, and found that 50 percent of the owners started washing with water below 140 degs., even though 63 percent of the machines were set well above 140 degs. 50 percent of all loads tested had water of less than 125 degs. for the second load; and third loads were impossible without waiting in most cases. It was definitely proved that unsatisfactory washings existed because of the low temperatures.

"From the above, the conclusion can be drawn that a heater must supply a minimum of 60 gal. of 160 deg. water at the heater in the first hour of draw," Mr. Schmidt said. "A heater must be capable of delivering 70 percent of its full tank capacity with a maximum drop of 5 degs. in water temperature; and heaters must be equipped with carefully calibrated thermostatic controls accurate within limits of 7 degs. plus or minus, and should provide ready, accurate and convenient adjustment by the users."

### Washers—Automatic and Conventional

Margaret Davidson, *Ladies Home Journal*, who lead the discussion on what consumers want to know about their washers—automatic and conventional—said consumers had little knowledge of the care required to insure continued good service. They need to know what their machines will do for them, and what it takes to get clean the kind of clothes they put in their machines. The farmer's wife, for instance, has an entirely different problem from the woman in an apartment. Each needs to know good rinsing, bluing and starching procedures.

Fern Halverson, home economist, Maytag Co., said she had found many women who have never had the operation and care of their machines explained to them. In many cases these women were actually afraid of the machines, and consequently took no care of them whatever. It was a common experience to go into a home and find an agitator frozen to the post. The washer had been in use for several years without once having the agitator removed.

Few women understand how to make use of safety devices. Written instructions on labels and in booklets apparently are not sufficient.

"What constitutes the right load for her washer is another point women need advice on," Miss Halverson ex-

plained. "Instruction sheets which say the tub has a 6 lb. or a 6 sheet capacity are misleading. There is no typical load. The average household doesn't boast of a set of scales. And six large sheets in a 6 lb. washer is overloading the machine. A compromise would be to tell the consumer to put into her washer just enough clothes so that they are in continual action—not bulked or matted down.

"A well-balanced load is also desirable for good results. This can be accomplished by placing the pieces in the washer correctly. Shirt sleeves, for instance, have a tendency to tangle. If women are taught to insert one or two sheets evenly arranged, then a couple of shirts, pillow slips and smaller items, the washer load will be more equally balanced," she further commented.

While the ideal conventional washer practice is to have a complete change of water for each load, Miss Halverson pointed out that there are many women in the U. S. who still carry water in and out of the house. Instructions should keep them in mind.

Bluing and bleaching in a conventional washer doesn't present as great a problem as it does in the automatics. A good rule for bleaching is to add a small amount of bleach to each load, rather than to put a lot in at the end of the washing process.

### Automatic Washer Care

Dr. Martha Johnson, General Electric Co., speaking for automatic washers, expressed the opinion that women should not be kidded into the idea that an automatic washer doesn't need care and attention—that it takes care of itself. Such talk makes good sales ammunition, but it is not true. And the woman who is intelligent enough to want to buy an automatic is intelligent enough to accept the fact that it requires a certain amount of care. She is also intelligent enough to learn how to remove lint from the lint trap, which will save servicing costs, and since she is interested in clean clothes, she will be interested enough to learn all there is to know about her automatic.

As in the case of the conventional washer, there is no typical load, Dr. Johnson pointed out. It would, however, be helpful, if a manufacturer could suggest several typical loads from which a woman might make a selection.

"It is impossible to give precision instructions for the operation of a washing machine—there are too many variants—the degree of soil, the type of fabric, the type of load, the hardness of water," Dr. Johnson said. "But, women can be warned not to overload their machines, and they can be given some guidance in the selection of soaps and detergents. They should also be made aware of the need for higher water temperatures for better soil removal."

Under questioning by Edith Ramsay, *American Home*, F. M. Mitchell, manager, laundry equipment sales, Frigidaire, disclosed that a second cir-

(Continued on page 194)

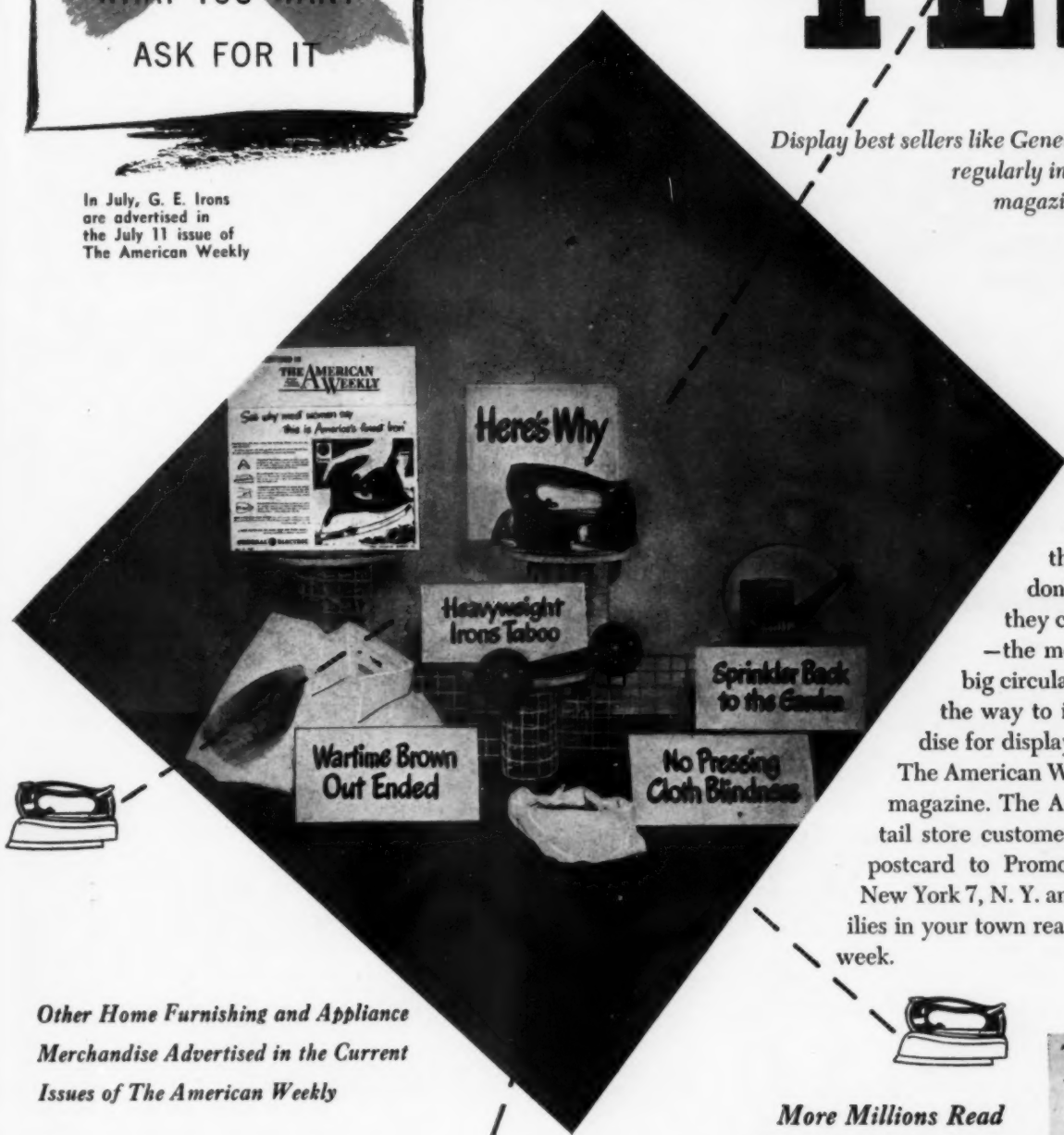
**IF YOU DON'T SEE  
WHAT YOU WANT  
ASK FOR IT**

In July, G. E. Irons are advertised in the July 11 issue of The American Weekly

Make this

**TEST**

Display best sellers like General Electric Irons advertised regularly in The American Weekly, the magazine read in 9½ million homes.



**Other Home Furnishing and Appliance Merchandise Advertised in the Current Issues of The American Weekly**

Anco Clear-Flex • Cory Coffee Brewer • Delta Electric Lanterns • General Electric Irons • General Electric Radios • International Silver • Johnson Motors • Johnson's Wax • Kemtone • Larvex • Motorola Radios • National Pressure Cookers • Plastrays • Ronson Lighter Accessories • Royledge • Sani-Wax • Simoniz •

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The American Weekly reaches more retail customers from coast to coast than any other national magazine. The American Weekly reaches 20% or more of the families in more cities and towns than any other national magazine. Read The American Weekly yourself. Look for the advertisements of America's fastest selling brands.

THE MAGAZINE DISTRIBUTED FROM COAST TO COAST WITH 20 GREAT SUNDAY NEWSPAPERS



A Hearst Publication  
63 VESEY STREET, NEW YORK 7, N. Y.

# "tele heat"

## DeLuxe Electric Stoves

ONLY "tele heat" HAS Pilot Lights

Styled right



MODEL R-46

Priced right



MODEL R-3

MODEL R-46

6 Heat  
\$11.00 RETAIL PRICE  
PLUS .55 EX. TAX

MODEL R-3

3 Heat  
\$6.00 RETAIL PRICE  
PLUS .30 EX. TAX



FOR TRADE DISCOUNTS  
See Your Jobber  
Or Write Direct

# Easload

## CUTS MOVING COST 60%



Wheels lock forward to pick up load...



Slide backward to carry the load...



Truck with load slides into delivery truck.

WITH the Easload Appliance truck, Lind Plumbing & Heating Co., Cumberland, Ky., now use but 2 men in place of 5 to transfer 120 gallon electric water heaters. They also save 25% in time. "The Easload Appliance Truck," they write, "cuts our moving costs 60%."

Easload is perfectly balanced to carry the load on heavy rubber tire wheels. It protects the load from damage. It's built to go up and down steps, in and out of delivery trucks.

Learn more about this modern appliance truck. See how it can save you labor and time... Write today for free literature.



# COLSON EQUIPMENT & SUPPLY CO.

1317 WILLOW STREET LOS ANGELES 13, CALIFORNIA

## Washer Clinic

CONTINUED FROM PAGE 192

cuit, separate from the switch panel, with No. 12 wire is preferred for installation of an automatic washer; that hoses used for connecting automatics to the plumbing are necessary, otherwise the vibration would be unbearable; and that the average installation cost runs from \$20 to \$25. This latter includes two valves—one hot and one cold, plus wiring circuit. If the plumbing connection is at any great distance from the site of the washer, the cost can run to \$40 and over.

Certain communities have codes covering installation of automatic washers on first or second floors. The action of centrifugal force requires a firm foundation. Second floors of old houses, particularly, need checking. They may need underpinning bars. Frigidaire's service department makes a pre-installation survey to determine such matters as electrical and plumbing installation, drain location, water pressure and water heater capacity, before delivery of the washer for installation.

### Plumbing Costs

In an endeavor to find out why plumbing installation costs on automatic washers vary so greatly through the country, and to find out if a fixed installation price could be established, Mrs. Ramsay asked Eugene Duklauer, president of the Association of Contracting Plumbers, to express his views.

"There are 3,000 cities and towns, and 5,000 townships in the U. S.," said Mr. Duklauer, "and that many plumbing codes."

The best thing to do is to consult a reputable plumber.

Plumbing practices are similar in all localities, Mr. Duklauer agreed, but the location selected in one installation may vary from the location in another. Many other varying circumstances make it difficult to establish a fixed price. In multiple and private dwelling areas, for instance, the requirements vary with the type of dwelling. If the plumbers were to set a fixed price, in most cases it would prove too high.

Cost of installation, in Mr. Duklauer's opinion, should not be the most important factor. It would be much wiser to make certain the installation conforms with all health requirements.

"Without dwelling on medical phases—such as the fact that most diseases are air and water borne—it is a mistake to try to save \$15 or \$25 on an installation that may cause a lot of trouble, especially in multiple dwellings," he continued. "There is a likelihood that water from the apartment above may find its way into the apartment below. Thirteen deaths in Chicago recently were due to just this type of water siphoning. Health requirements call for the installation of vacuum breakers on water supplies to any submerged inlet. And the washing machine generally has a submerged inlet—the water is brought into the washer below or within the area where waste water rests."

Mrs. Helen Kendall, Good Housekeeping Institute, discussion leader on

what consumers want to know about washable textiles, said the consumer is familiar with the washability of fabrics in her sheets, towels and shirts. She is also familiar with delicate things she launders by hand. But when she buys sport clothes and wearing apparel for herself and her children, wash suits for the boys, and curtains for her home, she wants to know if they are washable. She expects, rightfully, to be able to continue to wear her dress after she washes it. And she needs to be sure the color in trimmings will not bleed. The need for this knowledge has become greater since the advent of the automatic washer. She now needs more foolproof washability, and industry wants to give it to her.

### Shrinkage

Elizabeth Ramsay, Good Housekeeping Institute, answering the questions said: "Good launderability depends largely on finishing of the material. Control of shrinkage is an important function of the finishing operation. Sanforizing, for instance, is a well-known finishing process to control shrinkage in cottons. Rayon shrinkage is also controlled in the finish. "Pre-shrunk," which appears frequently on labels, means a shrinkage control process has been applied, but gives no indication of the degree.

There are two methods of applying shrink resistant treatment to woolens, she continued. One method impregnates the fabrics with resin. The second method chemically treats the scale of the wool to prevent interlocking of the scales, and reduce felting. Resin treatments are also used to impart crease resistance and stiffness.

Rayon curtains are now available with shrinkage control down to 1 percent, Miss Ramsay reported. Many of the curtains being manufactured today have a plastic resin finish. In itself this is an excellent finish, but curtains and garments containing such a finish should carry explicit instructions for laundering, and the informative label should be permanently affixed to the garment, warning against bleaching because chlorine is absorbed by many of the resins, causing deterioration. Spun rayon shirts, as an example, were washed with a bleach and came out yellow in the first wash. That was only the beginning. A short while after the shirts were in shreds. All caused by the chlorine retention of the plastic resin finish.

### Dye finish

Most dye will fade in sunlight or in repeated laundering, but some dyes are so well applied they have superior resistance, and fading over a period of time is so slight it is hardly noticeable, Miss Ramsay continued. This is the type dye referred to when the fabric is marked "colorfast."

Vat-dyed cotton also has good resistance to light and to washing.

Fume-fading on acetate rayons, long a problem of the textile industry, can be controlled by the manufacturers, now, according to Miss Ramsay.

Crisp finishes applied mostly to cottons holds the stiffness through repeated laundering without noticeable limpness, Miss Ramsay reported. These finishes have a strong resistance to dirt—the fabric stays clean longer, and in washing will not retain the soil. Sheer fabrics for curtains and children's dresses are an example.

Textile converters—responsible for the finishes on fabrics—are fully aware of the washability problems, and are trying to cooperate in every way. It should be only a matter of time before labelling and complete instructions for laundering all washable garments will be an established fact.

#### **Ironers and Dryers**

Ironers and dryers were also discussed under the leadership of Dr. Elaine Knowles Weaver. Roy Andrei, director of sales, Conlon-Moore Corp., said ironers save 50 percent of the consumer's time. And once a woman learns how to use her ironer, she'll give up her washing machine before her ironer.

Success has been reported recently by several manufacturers with slides and sound and silent films in teaching consumers to use their ironers. Conlon Moore have a visual home instruction course, records and a book with large, easily understood illustrations. The records are loaned to the new purchaser, and she can keep them until she feels perfectly at home with her ironer.

"The job a dryer does in sterilizing clothes is an important feature of the electric dryer," John Christianson,

Hamilton Mfg. Co., said. "Most bacteria is killed in 150 deg. heat," he said, "so with the dryer's 190 deg. temperature sterile clothes are assured."

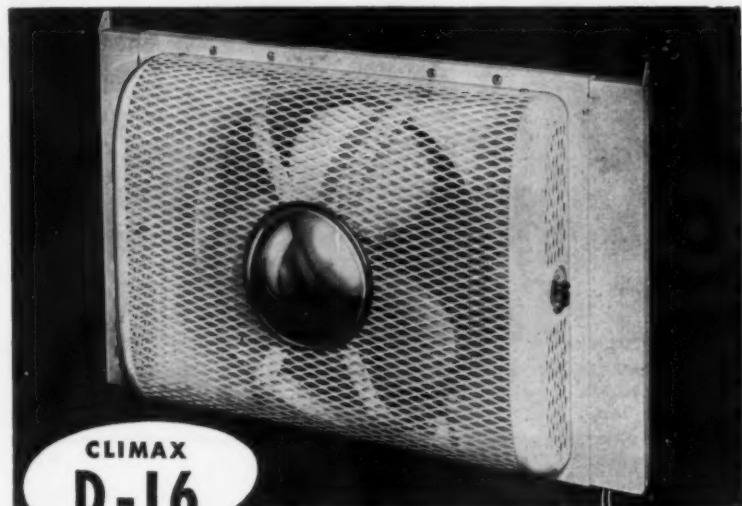
Fabrics are safe in the dryer, according to Mr. Christianson—there is no danger of fading or other injury.

"Installation cost for gas dryers is nominal," Kenneth Johnson, also of Hamilton, explained. The gas dryer connects to any 110-120 volt outlet and needs only some copper or aluminum gas tubing for the gas connection. The electric model, on the other hand, needs a 220-volt, 3-wire connection, because the elements draw from 4000 to 5000 watts. Installation costs average around \$35 if the house has the heavy-duty wire already installed; if not, the cost can run as high as \$85.

"An ordinary 8-in. kitchen fan will take care of any humidity problem caused by a dryer," Mr. Johnson added. "Special venting is not necessary."

#### **Bluing**

The automatic washer has caused new problems in bluing, and Elizabeth Stephenson, General Foods Corp., discussion leader on the subject asked Charles Kaufman, Director of Research, General Foods, to discuss these problems. Mr. Kaufman said: "Because of the mechanical construction of most automatic washers, bluing must be added with the soap during the washing operation, and not during the rinse period as is normal. It also must be well dispersed, or it will cause streaks. Since rinsing in an automatic is a (Continued on page 202)



### **The ROOM COOLER Everybody Wants**

● The Climax "D-16" . . . moves 1800 cubic feet of American's most popular Room Cooler . . . turns your summer-time slump into profit time. It meets your customer demand for a Room Cooler that's easy to install, simple to operate, attractive to the eye. That's the "D-16" . . . 3-speed, simple, powerful, direct drive

Write us for the name of your nearest jobber.

Plug in any 110 volt 60-cycle circuit

The Larger B-22 Home Cooler and Evaporative Coolers also made by

**CLIMAX MACHINERY COMPANY • INDIANAPOLIS**

**FOR**

**Quality Products  
Prompt Service  
Profitable Cooperation**



Norman J. Learned, President  
LeValley McLeod, Inc.

**Buy from a Herman Nelson Distributor like LeValley McLeod, Inc. of Elmira, New York.**

**T**HE Herman Nelson Corporation and carefully selected distributors like the LeValley McLeod, Inc., of Elmira, New York, do more than provide you with quality heating and ventilating products. Their friendly, close working partnership means that you get prompt delivery of quality Herman Nelson products and carefully planned merchandising cooperation which has increased profits for dealers and contractors all over America.

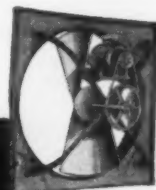
Effective advertising, literature and sales promotion campaigns create an acceptance for Herman Nelson products that leads to increased sales and profits. Furthermore, you are assured of immediate service from the sales and engineering departments of your nearest Herman Nelson distributor. Here's another advantage. Your Herman Nelson distributor will supply you with both equipment and installation materials promptly from stock.

Contact a Herman Nelson distributor and profit from his complete cooperation. You'll find his services increase your profits through more sales of heating and ventilating equipment.



Herman Nelson  
Direct Drive  
Propeller Fans

Herman Nelson  
Belt Drive  
Propeller Fans



Part of Herman Nelson's  
**QUALITY LINE**  
of Heating and  
Ventilating Equipment



Herman Nelson  
Model CA  
Fans



**THE HERMAN NELSON CORPORATION**

Since 1906 Manufacturers of Quality Heating and Ventilating Equipment

**MOLINE, ILLINOIS**

72 YEARS OF WASHER MANUFACTURING EXPERIENCE

**VOSS**

Electro - Safe  
Pressure Ex-  
tractor...Whiter  
Clothes PLUS  
Added Safety



**VOSS**  
TIME TESTED  
SINCE 1876  
WASHERS

**VOSS BROS. MFG. CO.**  
Davenport, Iowa

Here's a *Low Priced*  
Light Duty Delivery and  
Service Body  
for **APPLIANCE DEALERS**

- Saves Man-Hours
- Speeds up Deliveries
- Compartments for Tools, Repair Parts



ALL-STEEL welded construction. Spacious interior with weathertight compartments on each side for tools, repair parts, etc. Other accessories optional. Designed for 1/2 ton chassis.

Available  
with overhead  
ladder racks.



Write for Descriptive Booklet Today!

**Parsons**



**ENGINEERING CORP.**  
2546 EAST 79th ST., CLEVELAND 4, OHIO

## Five Home Freezer Sales HOW CAMPBELL'S HANDLES RADIOS



THE RECORD AND RADIO DEPARTMENT can be made into a distinct unit of an appliance shop with a little ingenuity. The Campbell firm effectively utilizes silken ropes to set off the section.



COMFORTABLY APPOINTED LISTENING ROOMS are a feature of the radio department at Campbell's.



IT'S EASY TO LISTEN to a radio demonstration by a Campbell salesman when comfortable chairs and pleasant surroundings are provided

## Arguments (Continued from page 42)

ning up, "The use of leftover menus to combat food prices, a supply of food on hand for unexpected visitors, variety, speed and seasonal buying. While most of these points may apply in almost any section of the country, they are particularly applicable to our own trade territory and we have used them as the basis of our home freezer merchandising.

### Service Counts

"But there is another factor which has contributed to our success in selling—the simple factor of service. In a city of 150,000 or less, a dealer does not have the customer turnover that he would expect if he were in a large metropolitan area. It is therefore necessary to give the customers such splendid service that they will continue to purchase other items without moving to another dealer. Every sale we make of refrigerators, ranges, home freezers, washers, dryers and ironers, large radios and any other major appliance is followed by our home economists. Within 24 to 48 hours after delivery is made, a duplicate of the delivery ticket is handed to the home service director, who in turn calls the housewife and makes a definite appointment for the demonstration. Upon her arrival at the home, she first explains to the housewife that she is there for the purpose of giving complete instructions on the use of the appliance and not to make additional sales. This puts the housewife at ease and in most cases, she will call in her neighbors and friends to witness the demonstration. The home economist then starts with the manufacturer and explains in detail exactly what the customer has bought and what duties it is expected to perform. In some cases it is necessary to explain the limitations of the appliance.

"As in the case of home freezers, she explains that it is necessary, or at least important, that all food be properly prepared before it is placed into the freezer. She then shows the housewife how to prepare the food, how to wrap it, pack it and place it into the freezer. She then goes through a demonstration of how to prepare it after it is removed from the freezer. This insures a minimum of service calls, thus reducing expenses incurred in the service department—and it insures a more completely satisfied customer."

### Selling Story Avoided

During these demonstrations, Mr. Campbell points out, the home economist is very careful to avoid getting into the selling story. This in itself, he declares, does a great deal to promote sales. All prospects are turned over to the sales department but only after the demonstrator has been careful to ask the prospect for her permission to turn the name over to that department. This method, Mr. Campbell feels, has contributed greatly to the successful selling job that the firm has done on home freezers particularly, as well as other appliances. Mr.

Campbell explains that "it keeps the spotlight on the less hard-to-get appliances and makes friends for the future when such things as refrigerators and gas ranges will be available in larger quantities." The same careful method of demonstration is used on refrigerators and ranges even though most families have utilized these appliances for years. Mr. Campbell says his home economists have found that some families who have been using electric refrigerators for years have not learned some of the basic uses in care that should be exercised.

### Home Service Pays Off

The actual expense of operating the home service department with its specialists is more than offset, Mr. Campbell believes, by having satisfied customers and by the number of sales which he attributes directly to the home service system. And the system is a very complete one.

"In connection with our home service department," he says, "we have installed a complete kitchen planning service which assists housewives in laying out modern kitchens and in placing appliances in order that they may be operated with the greatest ease and convenience while still adding to the beauty of the kitchen. A modern electric kitchen is a thing of beauty and convenience. We have found that we can always get a good audience when discussing a modern kitchen with the average housewife—and though a large majority of sales are made to the man and wife together, it usually is the housewife who makes the final decision."

### Store Design Unusual

Mr. Campbell's store is designed to appeal to the esthetic shopper while retaining the best features of utility. The showrooms cover approximately 2,400 sq. ft. with 60 feet of window space. Four inside columns which support the building have circular shelves built around them for the display of small appliances. There are two shelves to a column, built at medium height for easy access. Thirteen fluorescent lighting units illuminate every inch of floor space. The radio department occupies a section of the store well away from the refrigerators, freezers and other major appliances so that music and radio sounds do not conflict with appliance sales talks. The store's display windows are set at an angle with the bottom extending back approximately a foot behind the top, thereby eliminating noon-day glare and creating an illusion at night of glassless windows.

The Campbell Radio & Appliance Co. has been in operation at its present location, 319 Market St., for the past 15 years. Radio was its major business until 1939, when appliances were added. The use of progressive ideas and a close coordination between service and sales departments have made the firm a leading one in North Louisiana. *End*

**CHELSEA** proudly presents its new package unit

## WINDOW FANS

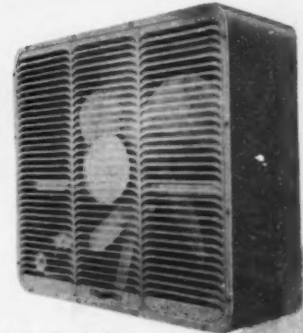


### Type WP—Panel Type:

A three-speed, direct drive, portable window fan for effective operation in small homes, apartments, offices, stores, etc. Can be conveniently moved from window to window as desired. Fits window openings from 31 to 39 inches. At full speed, delivers 2000 C.F.M.

### Type WC—Cabinet Type:

Designed for inside window sill mounting, this semi-portable fan is suitable for cooling and ventilating relatively large areas where permanent fan installations may be less desirable. Belt driven for quiet operation. Ample capacity for apartments of three to six rooms, homes, stores, lodge rooms and small factories. Available with outside automatic louver for year-round use. Two sizes, delivering 4500 and 6500 C.F.M.



Both types are equipped with plug-in extension cords and switch control. Finished in steel blue baked enamel finish.



As with all CHELSEA Products, the air delivery of these units has been determined by the Standard Test Code of the Propeller Fan Manufacturers Association.

LOOK FOR THIS SEAL!

WRITE FOR BULLETIN #852

**CHELSEA FAN & BLOWER CO.**

INCORPORATED  
1206 GROVE STREET, IRVINGTON 11, NEW JERSEY



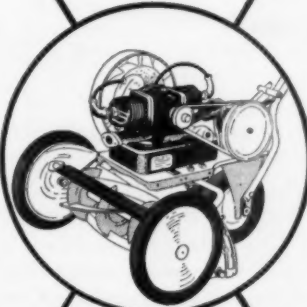
**MO-TRAC**  
NEW,

AMAZING  
Lawn-Mower  
**POWER UNIT**



A  
Power  
Mower  
in 10  
minutes  
from  
Your Own  
Lawn-  
Mower

Fits  
any  
standard  
hand  
mower  
new  
or old.



Write for  
Full  
Details

No dismantling  
necessary. No drilling  
or machining required.  
Just a wrench and  
screw-driver.



**INDUSCO  
CORPORATION**



1201 W. 29th St.

Minneapolis 8, Minn.

Today's Home Incinerator Market is Wide Open

# Richer Profits for You

in this popular new bargain for low-budget buyers

"SO CONVENIENT"

"SUCH AN UNHEARD-OF LOW PRICE TOO!"



\*ONLY \$39.75 LIST PRICE plus installation

Widespread demand created through national advertising in leading consumer magazines

No. 2 ECONOMY<sup>®</sup> MODEL

## Majestic FUELLESS HOME INCINERATOR

Guaranteed to burn wet or dry garbage and rubbish at the mere touch of a match

Rubbish riddance problems are fast giving way to the idea of a handy, efficient, compact disposal plant right in the home (a "must" in automatically heated homes.) Now you can get in on this rapidly growing home appliance market. The Majestic No. 2 Home Incinerator is designed to reach a broader field of prospects than ever before. It uses no fuel except the waste itself. Continual drying action with unique down-draft. Simply fill the unit (holds 2 bu.) then "light it and leave it." Refuse turns to ashes; odors go up the chimney. Heavy-duty, all-metal construction for long wear. Taps to 6" or larger flue in basement or utility room. Write for profit-making details.

The Majestic Company  
844 Erie St., Huntington, Ind.



125 bins in the rear of Vac-Mart's St. Louis store carry parts for every known brand of vacuum cleaner.

## Vacuum Cleaner Merchandising

CONTINUED FROM PAGE 49

dealer is sure he has one of the best vacuum-cleaner selling organizations in the country.

### Store Layout

Doing a sales volume of \$63,000 in 1946, Heller was also able to spend enough money to make his store highly attractive to St. Louis housewives. The business office is located at the front, behind an eight-foot display window. Immediately past these are two heavily-carpeted 8x12 "demonstration rooms" which can be closed off with a heavy velvet curtain, in which salesmen can demonstrate any make of vacuum cleaner to "drop-in customers." The two showrooms are equipped with outside lighting switches, so that the salesmen can snap the light on as the customer enters. Conveniently at hand are containers of baking soda which can be scattered on the rug to show the celerity with which the sweepers grab it up, as well as boxes of Kapok for the same purpose. An innovation which Heller developed are the velvet curtains, which close off the two rooms, which likewise are sprinkled with baking soda or Kapok, to demonstrate the hand-cleaner attachments with most of the sweepers sold. These "dual purpose" rooms also feature the element of privacy, customers being free to discuss purchase price, terms, etc., sure that no one will overhear them.

Immediately to the rear of the two demonstration rooms is a parts department, which contains something like 250 bins for metal parts, vacuum-cleaner bags, cords, containers, brushes, filters, brush rolls, lubrication materials, motor parts, armatures, etc. "We keep at least half a dozen parts on view for every make of sweeper which has been manufactured in this country since 1900," Heller said, "making sure that every vacuum-cleaner customer gets a look at the parts room. We have found that we built most of our goodwill by having parts available which no one else could supply. Another

point which we play up heavily is custom attachments for any make of vacuum cleaner. Hand cleaners for cleaning overstuffed furniture, drapes, curtains, etc., are always in great demand; therefore, we have developed adapters which can fit various types of such accessories to any make of cleaner. A lot of our new cleaner sales have originated simply from being able to supply a metal coupling for an old type, and through thus bringing in the customer for a demonstration." The store also carries a complete line of armatures displayed on a shelf, and adapters for every purpose. The biggest parts demand, according to Heller, is first cords, followed immediately by suction hose and bags. Belts, carbon brushes, switches, etc., follow in that order. "Although the parts department is directly profitable, we prefer to think of it as advertising and a source of good-will," Heller said. "We deliberately lose money on many of the parts lines in order to keep a stock for every known machine."

### Ads Do the Trick

These elements take care of the "drop-in trade," which makes up only about 20% of Vac-Mart's total sales. Eight salesmen, all outside men, handle the remaining 80%, entirely without "doorbell ringing" or outside canvassing of any sort. Entirely responsible for leads is Heller's expensive advertising program, which utilizes all three leading St. Louis newspapers every week, and sometimes as many as three times a week. He runs two-column, six, seven, and even eight inch display ads, always featuring a price, and a particular brand from the dozen which may be found in the store. Ads are alternated between rebuilt merchandise and brand-new cleaners, with plenty of emphasis on the fact that the store extends a new guarantee on every unit sold. From this expensive ad program, which costs 10% of gross sales, Vac-Mart derives probably 95% of its leads,

Do you carry

# Norge

appliances?

Carry them carefully, conveniently, confidently, with Slingabouts—protective packages tailor-made for Norge and all major appliances. Rugged canvas jackets, thickly padded and flannel-lined—safeguard finishes from mars, dents, damage by shocks and jars. Sturdy sling lessens risk of injury to handlers—facilitates piloting through narrow doors and halls without damage to customers' property. No messy unpacking. Slingabouts slip on and off quickly. Can be used repeatedly. Mail coupon today.



SEND TODAY

WEBB MANUFACTURING CO., 2918 N. 4th St., Phila. 33, Pa.

Send Slingabout prices for model # \_\_\_\_\_

make \_\_\_\_\_

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_

Refrigerators  
Radio  
Range  
Washer  
Other  
(please specify)



the remainder coming from satisfied customers.

### Three Calls a Day

Salesmen average only about three calls per day, but since they concentrate on the more expensive, completely accessorized cleaners, their incomes are among the highest in St. Louis. Believing that "better incomes mean better work," Heller pays each man a flat auto expense of \$18 a week, plus a straight commission of 10%, 12%, or 14% on every sweeper sold. "We pay 10% where the customer buys on a budget plan, 12% where she buys on cash, and 14% where the sale is made out of the city limits," he indicated. "We feel that this is an accelerative plan which gives our salesmen top earnings. For example, if a salesman sells 18 cleaners in a week, at approximately \$80 apiece, his commission payment is \$144. To this we add \$18 for car allowance, 50% of whatever trade-in allowances are made on the deal, and if all sales are cash, 2% more on the total. It is not difficult for a man to earn \$200 a week on that basis, and most of ours average better than \$175. Because trade-ins are as important as new merchandise to us, we hit on the idea of allowing the salesman one-half of whatever trade-in allowance is approved by the shop, which may be anywhere from \$3 to \$12, or a \$1.50 or \$6 on each sale for the salesman."

All of Vac-Mart's men are young, the average salesman's age being 29, and all of them are well-dressed,

straightforward men who have been trained to create good-will and the best possible impression. As an example of how Heller's investment in his men has paid off, for the first five months of 1944, the store did only \$4,000 a month. In 1946, sales volume was \$63,000 for one year, and in 1947, topped \$150,000. So much success has been gained in St. Louis that in August of 1947, a second Vac-Mart store was opened in Kansas City. Heller was hospitalized during the month the store was to open, and wonder of wonders, two friendly competitors opened up his shop for him, while his daughter flew in from California to take over the management. The second Vac-Mart store, with three salesmen, looks as though it will work out equally well.

### Good Shopwork, Too

None of the glittering success of the Vac-Mart stores would be possible without top-notch shopwork, according to Heller. Therefore, he is intensely proud of his 80x20 foot vacuum cleaner repair shop in the basement, which is kept clean enough so that customers may be taken "on tour" of it when they desire. With concrete walls and basement, fluorescent lighting, the basement shop is split into a locker room, a storage section with parts bins for all types of sweepers manufactured, a "dry rack" for vacuum cleaner hose in all lengths, diameters, etc., a huge trade-in pile, which often contains as many as 200 machines waiting for rebuilding, and the machine shop. With

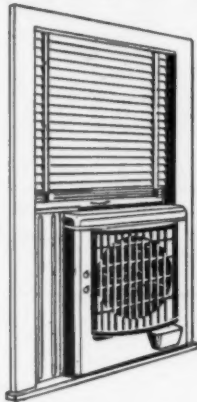
(Continued on page 200)

## This Proved CHILL-AIR Window Cooler Installed In Just A Few Minutes . . .

AMAZING PERFORMANCE . . .  
Years ahead in design engineering.



27" wide • 16" deep • 24" high



Inside View

This sensational DeLuxe type window cooling unit is a new design and a fast seller! Lowers temperatures from 10 to 18 degrees and cools 1 to 3 rooms. No water connections required. Made of heavy gauge aluminum. Silent in operation. Ideal for homes, apartments, offices, etc. In 1947 many dealers sold from 100 to 1200 coolers. For bigger profits and quick sales, you build a dollar volume with the CHILL-AIR.

A few territories still open: Distributors write or wire.

**NATIONAL ENGINEERING & MANUFACTURING CO.**

519 Wyandotte Street

Kansas City, Mo.

**WE'VE HAD OUR EARS TO THE GROUND**

... and we've heard dealers say, "What this country needs is a good, reliable, **NATIONALLY KNOWN** vacuum cleaner that can be sold for \$49.95."

MODEL 125



CYLINDER TYPE  
**\$69.95**  
Including full set of attachments  
2-speed control.



MODEL 143A  
With 2-speed control.  
**\$59.95**  
Set of 10 attachments, extra

Gentlemen, it's here: the NEW, dirt-hungry motor-driven brush cleaner—the CADILLAC Model 125. It's designed right, built right—and backed by a manufacturer whose reputation for quality dates back 37 years. It's exactly the cleaner you need for building store traffic, and for today's competitive selling.

MODEL 125  
Including 5 Attachments  
**\$49.95**

Demonstrate the dirt-getting efficiency of all three Cadillac cleaners: the DeLuxe Model 143A with 2-speed control, the new Model 125 (both with beating, sweeping, cleaning action), and the powerful 2-speed control cylinder type Cadillac. Show your customers their many work-saving advantages, their outstanding quality, their unbelievably low prices.

NATIONALLY ADVERTISED in LADIES' HOME JOURNAL • AMERICAN MAGAZINE • FARM JOURNAL • BETTER HOMES and GARDENS SATURDAY EVENING POST • TRUE STORY COUNTRY GENTLEMAN • AMERICAN HOME

SINCE 1911  
Sold only by reliable dealers and distributors.

SEE US  
JULY 5 to 17  
SPACE 1794-5  
AMERICAN FURNITURE MART  
CHICAGO

**CADILLAC**  
Revolving Brush and Cylinder  
**VACUUM CLEANERS**

CLEMENTS MFG. CO.

Dept. A, 6666 S. Narragansett Ave., Chicago 38



Model 8 — Family size  
8 cu. ft. capacity  
also 4 cu. ft. & 16 cu. ft.

**GREATER  
VALUES  
Bring  
GREATER  
PROFITS**

**WINPOWER**

**CHOOSE A LINE OF HOME FREEZERS  
THAT PROMOTES BIG-VOLUME SALES**

Here is your big-profit line that is priced to sell the thrifty buyer, and quality-built to satisfy an engineer. From the spring-mounted, sealed refrigeration unit — into the roomy compartments — through the double insulated walls with triple locked doors — to the beautiful, stream-lined case, there is no finer freezer than the Winpower. Cash in on this price-conscious, food-minded market with Winpower Home Freezers that give better quality at a lower price.

**Other Winpower Products**

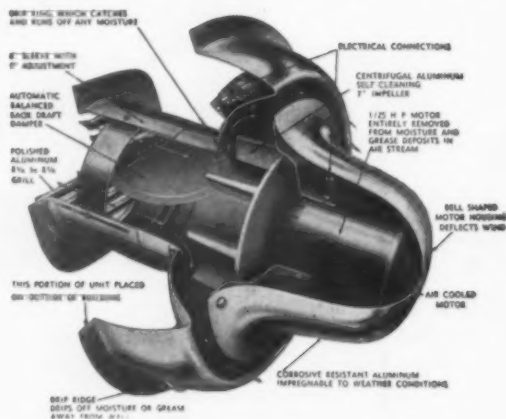
VACUUM CLEANERS  
ELECTRIC IRONS  
ELECTRIC GENERATOR  
SETS  
Gas, Diesel, Wind

**Dealers — Distributors**

Write today for literature, prices, discounts and the Winpower volume plan that opens up this profit opportunity.

BUILDERS OF ELECTRICAL EQUIPMENT SINCE 1925  
**WINPOWER MFG. COMPANY**  
APPLIANCE DIVISION NEWTON IOWA

**Don't Take OUR Word For It!  
KITCHEN-AIRE ventilating fan**



E. M. Filkins, Chicago distributor, says:

"The farther we go with KITCHEN-AIRE, the more firmly convinced we become that it will not be too long before the true value and quality of the product are widely recognized."  
"We can honestly say that we

have never had one dealer who disliked the product after having bought it once. It is really a pleasure to call back on the dealers who have been and are continuing to use it and to view their enthusiasm."

Write for prices and literature

**STEWART Manufacturing Co.**  
3202 E. Washington St. Indianapolis 1, Ind.



A VAC-MART SALESMAN in one of the demonstration rooms uses the handy velvet curtain to demonstrate the hand attachments to a cleaner

**Vacuum Cleaner  
Merchandising**

CONTINUED FROM PAGE 199

a top-notch mechanic, Vac-Mart stores rebuild 90% of the trade-ins accepted, utilizing as equipment an air compressor, drill press, lathe, buffing equipment, coil tester, growler, and a complete hand-tool bench. The shop mechanic averages reconditioning six in a good day, all jobs with all parts replaced, and the exterior of the machines buffed and polished to like-new appearance in a separate enclosed buffing room, which restores the appearance of chromium, aluminum, etc. Enameled parts are repainted, and new plastic parts, seals, etc., always replaced. Rather than attempting to figure cost independently on every model which goes through the shop, Heller has set up an "average shop cost" of \$9 or \$10. Typical vacuum cleaners brought in with an allowance of \$10, costing \$10 to rebuild, are polished up and repainted and put on sale at \$24.95 during regular "leader" promotions, or at \$29.95 under regular price, both with the same guarantee as new equipment. Motors are sent out to distributors and rewinding plants; otherwise, Vac-Mart stores handle the whole job. *End*



**WAHL**  
**a NEW  
PROFIT LINE**  
for Appliance Dealers

Ruggedly built for long service . . . low in price . . . backed by an unmatched guarantee & service policy.



**THE NEW 141 SOLID SMALL**

Full-size professional electric clipper. Easy to handle—light weight plastic case. The favorite in beauty shops for years. **\$9.75 List**



**WAHL Silent  
Hair Dryer**

Fast and thorough. Hot or cold air as desired. Quiet. Plastic case . . . light weight. **\$9.75 List**

**WAHL "Hand-E"**  
Electric Vibrator

Gives perfect massage stroke — powerful and penetrating. Fits the hand. Complete with four applicators.



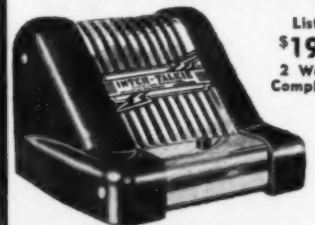
**\$6.50 List**



**GUARANTEE** — We agree to repair or replace free of charge, for one year, any WAHL product which does not give perfect satisfaction.

WRITE TODAY TO  
Dept. E M 48 FOR  
DEALER INFORMATION

**S EASY PROFITS S**  
**DISPLAY—SELL**  
**"INTER-TALKIE"**  
New low cost—simplified  
intercommunication for all.



List  
**\$19.95**  
2 Way  
Complete

**POSITIVELY NONE OTHER LIKE IT ON  
THE MARKET TODAY!**

**BEAUTIFUL WALNUT OR BLACK "ALUMCHROME" CABINETS.** Set on desk or hangs on wall—3 MINUTE CUSTOMER INSTALLATION — fool-proof—CLEAR ROOM LOUDSPEAKER VOLUME—NO SHOUTING—NO PHONES—Just push button and talk to anyone—release and listen! **NO TUBES OR ELECTRIC SOCKET CONNECTIONS NEEDED!** Always "turned on" ready to use. Average cost 30c per year per unit.

**DIRECT FACTORY  
3 YEAR SERVICE GUARANTEE**

UP TO 7 STATION "MULTI-TALKIE"  
for offices, stores, business, large homes, etc. **\$12.95** per unit

**NATIONALLY ADVERTISED - COLOR COUNTER AND WINDOW DISPLAYS—HANDOUT AND MAIL-OUT CIRCULARS—NEWSPAPER MATS.**

WRITE FOR FULL INFORMATION NOW!  
**PAKETTE PRODUCTS CO.**  
DEPT. EM-6 KEARNEY, NEBR.

**COAL'S Economy**  
**ANCHOR'S Dependability**  
 make **This** THE **STOKER** TO SELL

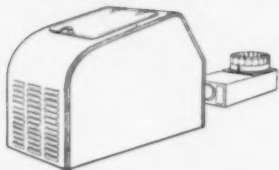
● Good stoker coal and an ANCHOR STOKER make an unbeatable team. Now, with gas and fuel oil harder than ever to get, you have everything to gain in selling ANCHOR STOKERS.

Dependable? There's no finer coal burner on the market today! Free service calls are rare with ANCHOR'S trouble-free operation.

That's because ANCHOR is an engineered stoker . . . not just an assembled one. Today, more than ever . . . ANCHOR STOKERS can mean greater profits for you!

**ANCHOR ADVANTAGES**

- Excellent construction
- Beautiful appearance
- Practical design
- Proven by use
- Backed by decades of engineering experience
- Wide acceptance
- Nationally advertised
- Complete sales and engineering service
- Many exclusive features



**ANCHOR STOKER**  
*America's Finest Automatic Coal Burner*

Manufacturers of ROUND OAK Gas & Electric Ranges

**Mail Today for FREE LITERATURE**

Anchor Division, Stratton & Yostage Co.  
 P. O. Box 311, Dept. EM-6  
 New Albany, Indiana

Gentlemen: Please send literature on the following Anchor Stokers:

- Domestic  Commercial  Industrial  
 Anthracite Models

NAME \_\_\_\_\_  
 ADDRESS \_\_\_\_\_  
 CITY \_\_\_\_\_ STATE \_\_\_\_\_

**Record Sales In a Small Town**

CONTINUED FROM PAGE 57

"Trying to get by on even one line was asking for too much," Farha explains, "we wanted our store to become record headquarters and to do that we wanted to be able to offer the customer practically anything desired. Therefore we decided to take on every major line we could get and put it to the wholesalers and recording companies along our line of thought . . . they could see our idea would sell their records and they co-operated."

The store handles RCA-Victor, Columbia, Decca, Capitol and other lines and is planning further expansion to handle the platters of all record companies.

"We have eliminated any source of conflict by being absolutely fair with every company, giving full display equally and impartially and utilizing every promotional item they supply," Farha explains. "I believe we have shown to the satisfaction of all concerned that we can make more profit for the companies and for ourselves through this method rather than trying to do business on a single line."

**Ten Selling Tips**

After slightly more than a year of retailing records in a small town Farha and Roberds have learned a number of other things and these they pass along to other dealers in the following to-the-point merchandising tips:

1. Don't be satisfied with the present market you have—make new record customers by pushing record players and phono-attachments for all they are worth; every one you sell makes from one to three new record buyers.
2. Make it easy for people to buy these record players by pushing installment selling on them (this they point out, is going to be more and more important in the months ahead.)
3. Let the customer see your stock—display it out in the open so they can see how many records you have; how great lengths you are going to in order to be of service to them.
4. Losses from breakage are of the utmost importance; keep them down. It isn't good business to expect a customer to pay for a record he breaks accidentally. The method is to keep him from handling them too much. They keep theirs behind the bar.
5. Keep handling time to a minimum . . . you can't make a profit if you have to hire someone to keep record racks straight. They do this by giving a customer a record at a time . . . returning "listening records" back to stock immediately.
6. Loose-leaf folders containing all titles by companies, titles and artists are kept on the counter. Every new shipment means additions to these lists. Customers are now coming in regularly to check these folders for new arrivals. On ordinary routine the customer checks the folders, asks to play a desired platter and the record is handed him from stock.
7. "Let customers browse by them-

(Continued on page 202)

HOW TO CUT DELIVERY COSTS  
 with **ANTHONY "LIFT-GATES"**  
 (A PROVED PRODUCT)

Give Your Customers the  
**NEW "Floor-to-Floor"**  
 DELIVERY SERVICE

- Your trucks or trailers can now be loaded and unloaded much quicker with Anthony "LIFT GATES", the very latest in modern cargo handling equipment. This means faster pickup, faster delivery—no unnecessary delays.
- Your drivers can handle heavy shipments much easier. Merchandise is handled gently and safely—minimizes damage claims.
- No tying up area ways. Loading doors open a shorter time. Reduces confusion at the dock.
- Shippers and receivers alike, like this extra service because it costs them less to use your service.

**ANTHONY LIFT GATE HYDRAULIC ANTHONY CO.**  
 Dept. 811      Streator, Ill.

**SELL MID-SUMMER COMFORT**  
 to Home Owners and Builders... Restaurants, Theaters... Stores...  
**Peerless Electric VENTILATTIC FANS**

**BLOW OUT sweltering heat PULL IN cool, fresh air**

HERE'S a big profit opportunity for electric appliance dealers and specialty selling organizations—a luxury item at a practical cost. The Peerless Electric Ventilattic Fan provides a comfort thousands of home owners, builders and others will want this summer. When the hot sun beats down, makes attics "hot as a bake-oven," radiating heat to rooms below, the Peerless Electric Ventilattic Fan blows the heat out, pulls cool, fresh air in—especially effective in pulling-in cool night air, usually 10 to 20 degrees cooler than air pocketed in attics. Excellent also for stores, theaters, dance halls, restaurants, etc. Ventilattic Fans are available in five sizes, complete with motor. Also available are Peerless Electric automatic-louver air outlets for the fans—louvers close automatically, preventing entrance of wind, rain and insect pests, when the fan is not operating.

Write for complete details. Profit through this wide, waiting market.

**THE Peerless Electric COMPANY**  
 ESTABLISHED 1893 • WARREN, OHIO  
 MANUFACTURERS OF MOTORS, FANS, BLOWERS

**IT'S BACK  
AND WE'RE  
BACKING IT**



**IN A  
GREAT  
BIG WAY!**

Off from the market since the beginning of World War II, the VITALATOR is now back again. Backed by consumer advertising in the class magazines and in national mass women's magazines, there's a big market awaiting you. The VITALATOR offers at home — to men and women alike — all the invigorating tingle and soothing relaxation of Swedish rotary massage. Feature VITALATOR . . . in your windows . . . on your counters! Capture for yourself the profitable volume of new business offered by this amazing machine that gives the user, without training, the priceless advantages of Swedish massage.

# VITALATOR

RETAILS AT  
**\$15.00**

THE A. C. GILBERT COMPANY, NEW HAVEN, CONN.



**NO MYSTERY**  
*in selecting a*

## "CERTIFIED RATING" FAN

When you're buying a propeller fan there'll be no question in your mind about its actual performance if you "look for the Certified Rating Label" on the fan you select.

In fact, any information you may wish to have can be obtained in advance from the Certified Rating standards adhered to by the Propeller Fan Manufacturers' Association, in accordance with the test code approved by the American Society of Heating and Ventilating Engineers.



Seventeen of the leading manufacturers of propeller fans are members of the Propeller Fan Manufacturers' Association, testing and rating their fans according to its Certified Rating code. This gives you ample opportunity to select a certified propeller fan on your next purchase.

← **LOOK FOR the P.F.M.A. Certified Rating Label on the propeller fans you buy!**

Published by  
**PROPELLER FAN MANUFACTURERS' ASSOCIATION**

5-208 General Motors Building  
Detroit 2, Michigan

## Record Sales in a Small Town

CONTINUED FROM PAGE 201

selves," explains Roberds emphatically. "Our customers know they can come into the store, ask for a half dozen numbers which are given them and then we leave them alone to play the records. They buy five times the records this way that they would purchase if we stood over them while playing the discs."

8. One record player is kept at the end of the counter and another has been installed in a sound proof air-conditioned booth to the right of the record bar. Experience has taught Farha and Roberds that the "serious" record customer prefers to listen to his records in privacy.

9. Displays boost album sales; they keep albums everywhere around the department. "All of these albums have 'selling covers' on them," explains Farha, "So the thing to do is take advantage of these covers . . . put them out where they can sell." During the first months before these racks were set up the store sold an average of 10 albums per month; today they are selling 25 average per month.

10. Make record selling important . . . give it full merchandising play instead of relegating them to a corner of the store as something "that is just there in case the customer wants it."

End

## Washer Clinic

CONTINUED FROM PAGE 195

thorough operation, most of the water soluble blues wash out during the rinse period.

"Ultramarine blues are also difficult to introduce because they are suspensions of solid bluing deposited in the cloth and have the danger of being deposited in localized areas, causing spots, streaks, etc. Soap flake blues have proven the best bluing agent to date, but they are not entirely satisfactory either.

"In the last 18 months General Foods has made important progress experimenting with fluorescent dyes as a bluing agent. Fluorescent dyes, heretofore have only been used to dye fabrics, and their use as a bluing agent is an entirely new departure. The fluorescent dye is a chemical compound which is energized by ultra-violet light. It absorbs ultra-violet and converts it to the visible light range. With fluorescent dyes the cloth is not only blued, it is brightened. And, since the extent of bluing is dependent upon ultra-violet, and this occurs in only sparing amounts under normal light, it is difficult to overblue, no matter how much dye may be affixed to the fabric.

"These dyes do not wash off when added to automatics during the early wash period, and they represent a great step forward in the art of bluing." End

## ORDER BY MAIL AND SAVE!

*Eliminate Damages  
and Costly Claims*  
NEW HAVEN QUILT & PAD CO.  
**Padded APPLIANCE COVERS**

### REFRIGERATOR COVER

**\$13.95**

Carrying Harness Extra  
Waterproof, padded. Adjustable to fit 4 to 10 Cu.Ft. boxes. Wraps around completely.



### WASHING MACHINE COVER

**\$9.00**

Gives complete protection. Padded, waterproof. Height 49", diameter 31" Covers for Automatic Washers . . . Only \$8 Ea.



### GAS AND RANGE COVER

**\$12.00**

Easy to slip on and to remove. Fits over back guard, too. Width 42", depth 28" height 42".



Write for  
Prices on Other Padded Covers

**NEW HAVEN QUILT & PAD CO.**  
America's Largest Pad Manufacturers  
82-84 Franklin St., New Haven 11, Conn.

**THE  
PREMIER  
P-20  
ELECTRIC  
WATER  
HEATER**



**SALES GUARANTEE**  
Order a sample . . . if not completely satisfied with quality and sales value, send it back! Money refunded!

- High Profit
- Popular Selling Price
- Hot Water by the Painful
- Underwriters' Laboratories Approved

A revolutionary, new immersion-type water heater! Not a gadget . . . finest quality unit. Top housing cadmium plated and painted red. Heating unit solid copper with hermetically sealed brass tube. Automatic contact switch operates only when pail is hung on switch arm. Retail at \$17.95. Full dealer discount allowed. Order from your distributor or direct from this ad. Dept. EM-6

**THE NATIONAL IDEAL CO.**  
TOLEDO 4, OHIO

THE  
**MERCHANDISING**  
**SUPPLEMENT**

Products • Services

- APPLIANCES
- SPECIALTIES
- ACCESSORIES
- EQUIPMENT
- TOOLS
- INSTRUCTION
- PARTS
- MATERIALS
- REPAIRS

FOR MORE SALES — FOR MORE PROFITS

UNDISPLAYED RATE: \$1.50 a line an insertion. Minimum \$6.00.  
(First line small black face type.) Fractional line counts as line. 10% Discount if full advance payment is made for 4 consecutive insertions.

DISPLAYED RATE: \$14.00 per inch per insertion. Contract rate on request. (An advertising inch is measured vertically 1/4" on one column. There are 4 columns—48 inches to a page.)

**increase Cord Set SALES**



**free Self-Selling DISPLAY**

This smartly finished wood display holds, displays, SELLS 60 Davis Cord Sets. A complete line — 11 different types, each tagged with informative, self-service label. Fully stocked, offers a DAVIS cord for every need, in every price range. Uses small counter space — only 20" x 20" x 8" — increases impulse buying, increases profits, reduces sales time.

See YOUR JOBBER OR WRITE DIRECT FOR FULL DETAILS AND PRICES.

**DAVIS Mfg. Company**  
PLANO 2, ILLINOIS

**VACUUM CLEANER ARMATURES REWOUND**

Uprights 2.10 tanks 2.35  
comms. and shafts extra  
Perfect Workmanship

**ARMATURE ENGINEERING CO.**  
60 Bergen Turnpike, Ridgefield Park, N. J.



**PERMANENT REPAIRS**

Quickly, Easily Made  
5 sizes for all types of domestic appliances and industrial uses.  
Time Tested—Successful—Economical  
Write for Catalog

**MEND-IT SLEEVE MFG. CO.**  
8608 Taft Ave., Oakland 18, Calif.

High Quality **Smith's** Prompt Service  
Washing Machine & Vacuum Parts & Supplies for All Makes  
Save Money Place one order Increase Profits  
One Transportation Cost  
One Dependable Source of Supply  
Write for FREE Catalog  
**The C. W. SMITH CO.**  
1313 W. Randolph St. Chicago 7, Ill.

**WASHING MACHINE PARTS**

Prompt Service On All Makes  
Catalog Available  
**KLINKER BROS.**  
803 Race Cincinnati 2, O.

**"GAS-MIZER"**

Finger tip control conversion unit for any non-automatic (side arm) gas water heater. We invite your inquiry on this convenient and economical water heating system.

**ELECTRONIC CONTROLS COMPANY**  
2519 Wilson Blvd. Arlington, Virginia

**SPECIALTIES**

Vacuum Bags, all types  
Mangle pads and covers, all types and sizes, separate and combination; Ironing board pads and covers; Washing machine covers.  
Ohio Textile Spec. Co., 3438 W. 54th St., Cleveland, O.

Motor Direction Chart,  
486 authentic listings of washers and ironers. The original chart which also serves as a guide to identify mfgs of odd makes. Price \$1.00. Send check or money order, Willard H. Mann, Box 8349, Los Angeles 16, Calif.

**NEW DUAL WHEEL TRUCK**



Model 83R  
1000 Lb. Capacity

**ROLLS EASIER**  
For Appliances and Furniture

Rolls easy as a baby's buggy, and the man who operates it won't be nearly as tired at the end of the day. The four 8" rubber wheels give a firm base, make heavy objects easier to load, easier to roll, easier to handle. Chrysler Oil-lite bearings. Tube steel frames. Ht.: 54"; 21" nose. TRY AT OUR RISK.

Return express collect if it doesn't fit your needs. Order Monday — get Friday from

**HANDEES COMPANY**

Dept. EM-6, Bloomington, Ill.

**WASHING MACHINE PARTS**

"For any and all makes"  
Most complete stock in N. W.  
Prompt Service

**Minnesota Appliance Parts Co.**  
191 W. 7th St. St. Paul 2, Minn.

**Flexible Couplings for WASHING MACHINES, OIL BURNERS, MOTOR DRIVEN MACHINES**



The Lovejoy type "DX" is used by more manufacturers of electrical equipment than any other flexible coupling. The ideal LOW COST way to dampen vibration and noise. Write for catalog and name of nearest dealer.

L-R Type "DX"

**LOVEJOY FLEXIBLE COUPLING CO.**

5028 W. Lake St., Chicago 44, Ill.

**FREE** Our 132-page Catalog **FREE**

Washing Machine & Vacuum Cleaner Parts. Save money by ordering all your supplies from one dependable source.

Quality. Service. Low Prices

**MIDWEST APPLIANCE PARTS CO.**  
2720-22 W. Division St. Chicago 22, Ill.

**THOMAS TRUCK of Keokuk**

The "General" is Thomas' heavy duty Industrial Trailer . . . one of the leaders in the Thomas line that includes hundreds of different 2 and 4-wheeled trucks, trailers, casters and wheels for every purpose. Write for special trailer catalog or general catalog MC.



**Thomas Truck & Caster Co.**  
4819 Mississippi River, Keokuk, Iowa

**DISPLAYS-EXHIBITS**  
ALL TYPES—ALL SIZES

Wood, metal, plastic, cardboard, paper, mechanical, carvings, castings. Expert counsel and design service.  
Ask our representative to call, no obligation  
**W. L. STENSGAARD & ASSOCIATES, INC.**  
317 N. Justine St. Chicago 7, Ill.  
America's largest and most complete display facilities

**WASHING MACHINE PARTS**  
... ANOTHER FRANTZ SERVICE INNOVATION  
**FRANTZ ADAPTABLE AGITATOR**  
Easily and quickly installed in almost every make and type of washer!  
Reduces inventory investment — saves time for washer service dealers.  
Write for name of nearest distributor  
**THE FRANTZ MANUFACTURING CO.**  
WORLD'S LARGEST MANUFACTURER OF WASHER PARTS  
3650 East 93rd Street Cleveland 5, Ohio

The NEW  
**"YEATS APPLIANCE DOLLY"**  
Aluminum frame, caterpillar type "STEP GLIDES" for climbing steps, straight slide on back for easy loading in delivery truck, curved cross members for round water heaters. Handles all appliances easier and quicker because it is the ONLY APPLIANCE DOLLY WITH RATCHET TO TIGHTEN THE HOLDING STRAP. Write for full information.  
**YEATS APPLIANCE DOLLY SALES CO.**  
2525 W. Kilbourn Ave., Milwaukee 3, Wisc.

**WYNAR'S**  
**Washing Machine Parts**  
FOR ALL MAKES  
QUALITY MERCHANDISE  
FASTEST DELIVERY  
REASONABLE PRICES  
"Get That Wynar Buying Habit"  
**Wynar Parts & Service Co.**  
155 State St. Rochester 4, N. Y.

**BACK HOME AGAIN**  
Washer Parts For All Makes  
**STARR ELECTRIC SUPPLY CO.**  
Capital & Crawford Houston 3, Texas  
Our New Complete Catalog—  
Only \$2.00 Refundable Anytime  
\*Member: Appliance Parts Jobbers Association

Your **Lifting Problems** Solved with **E-ZEE-LIFT**  
Mr. Leahy says!  
"E-Zee-Lift has saved me many accidents. I use only two men on large refrigerators". Pays dollars in Your Pocket. Accepted by the trade.  
Order One Today Price 17.95  
Standard for Stoves Only 14.95  
Send for Circular  
**NEAL PRODUCTS CO.**  
Marlboro Massachusetts

One of the **FRANTZ PARTS JOBBERS**  
**WRINGER ROLLS AND WASHER PARTS FOR ALL MAKES**  
**GENERAL WASHING MACHINE SERVICE**  
758 South Ave. Rochester 7, N. Y.

**A RANGE PLUG**  
MOLDED NEOPRENE That  
✓ Practically Sells Itself  
✓ Allows More Profit per Sale  
✓ Installs Easily & Permanently—approved by the Underwriters Laboratory.  
DIRECT FROM MANUFACTURER TO YOU.  
Write for further information  
**MINES EQUIPMENT COMPANY**  
4212 CLAYTON AVE. MINES ST. LOUIS 10, MO.

**Stratoflo**  
**Rubber Poppet CHECK VALVES**  
ONE PIECE bronze Check Valves with Rubber Poppet cannot leak. Write for bulletin No. 502 showing complete line.  
Order from your Jobber  
**WHITE MACHINE WORKS**  
FORT WAYNE, INDIANA



More than a million-and-a-half couples expect to get married in 1948 and are all new prospects for electrical appliances. They can be educated in the electrical way of living through the "start-a-set" wedding gift custom which has become so popular in silverware, china and glassware. No present is more acceptable than an automatic toaster, iron, mixer or coffee grinder, to mention only a few appliances that lend themselves to wedding gift promotion.

Kodachrome by Dave Rosenfeld

## HAVE YOU HEARD . . .

### GET THIS GUY

Robert K. Baker, who owns and runs the Baker Electric Shop in Elvins, Mo., is out some \$300 because of the operations of the man whose face is pictured here. The swindler, whose name is Alvin Frederick Fisher, sold



SWINDLER FISHER

Mr. Baker \$300 worth of water softeners—and never delivered. Mr. Baker is not only justifiably upset, but he doesn't want to see anyone else caught the same way. So, if you recognize Fisher, who was last seen in Caldwell, Idaho, and whose former address is Boise, get in touch with the Post Office Department. He is 53 years old, 5 feet, 7½ inches tall, weighs about 180; has brown hair beginning to gray.

### TRIBUTE

A recent issue of the *Merchandise Mart Reporter*, house organ of the world's largest commercial building, revealed that thousands of industry leaders were mourning the untimely death of Joseph N. Stewart, 46, advertising and promotion manager of the Mart, on March 20. After careers in department stores and with radio manufacturers he became associated with the Mart in 1936 as a space sales-

man. The following year he became market promotion manager and later took over the Mart's advertising. He was credited with the ever-growing attendance at the markets and thousands of market goers will miss him.

### RADAR RATTER

Radar Rat Traps is a firm name, and the company has offices at 7 Norfolk Place, Rochester, N.Y., where it manufactures the newest in rat eliminators. Its publicity says, in part, "Complete details . . . of this new rat trap have not yet been disclosed, but this much is known: the trap is a completely automatic device that first captures, then kills, the rat electrically. Moreover, the "Radar" rat trap is fire-proof, dust-proof, explosion-proof, shock-proof and rust-proof. "Rats entering the trap's entrance tunnel automatically close the doors behind them when they disrupt an electrical field. Then there's no place to go but the death house. Here electricity again does the work and the corpus delicti is ejected and the trap doors open for the next victim. Customers may beat a path to Radar Rat Traps' door, but rats are hereby warned to stay away.

### ICE BY THE WAY

The biggest coin operated vending machine yet is approximately 20 feet long and eight feet high and wide. Drop in a coin and stand back—unless you want to be in the way of the product, 25 pounds of ice. Louis H. Folse, an ice manufacturer in New Orleans, has two of these glacial giants, says the New Orleans Public Service Contactor, each of which holds six tons of ice cut into 25 pound blocks. The boxes are refrigerated, include a blower fan to distribute the cold air and electrically operated conveyor belts to deliver the ice. One box is set up in front of the ice plant and the other near a lake where picnickers or fishermen can grab their ice by the way.



INTERNATIONAL COVERAGE BY

# ELECTRICAL MERCHANDISING

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JUNE 1, 1948

Hurricane Warning . . . . .	By Laurence Wray	1
Lets Go to School! . . . . .		37
How Pittsburgh's schools are teaching "teen-agers" to live electrically		
Check-Up on Selling . . . . .		40
Tulane University recently surveyed the sales methods of New Orleans dealers and brought some interesting facts to light		
Five Home Freezer Sales Arguments . . . . .	By A. B. Windham	42
Dry a Bundle . . . Sell a Dryer . . . . .		44
How the Winter Co., Erie, Pa., convert their dryer prospects into owners		
"Build It Yourself" Television . . . . .	By Walter Rudolph	46
Television Of Buffalo successfully use home assembly kits for consumer education and for promoting sales		
Vacuum Cleaner Merchandising . . . . .	By Robert Latimer	48
How the Cordes Electrical Co. and the Vac-Mart Stores Inc., both of St. Louis, built sales volume in vacuum cleaners		
Dealers Sell Builders in Houston . . . . .	By Tom F. Blackburn	50
A "package mortgage" program that appears to make everybody happy—dealer, utility and builder		
Disabled Veterans . . . . .	By Robert W. Armstrong	52
On-the-job training made it possible for E. T. Weimer Co., Queens Village and Pettet Electric Service Co., Scarsdale, N. Y. to employ disabled veterans as radio appliance repairmen		
Washer Clinic . . . . .	By Anna A. Noone	54
Report on Home Laundering Conference recently held at Herald Tribune Institute, N. Y.		
Building Record Sales in a Small Town . . . . .		57
The Bill Farha Appliance Co., Bristow, Okla., sells over 1,000 discs monthly		
Demonstrating the Norge Range Timer . . . . .		61
Gifts for Store Traffic . . . . .		62
Ben Duffie, Houston, finds gifts attract prospects		
Chicago Points to 100,000 Telesets in 1948 . . . . .		64
Chicago Tribune's new video station provides fresh fuel for set promotion		
News . . . . .		101
Electrical Appliance News . . . . .		133

A McGRAW-HILL PUBLICATION





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INC



# ELECTRICAL MERCHANDISING

MID-MONTH

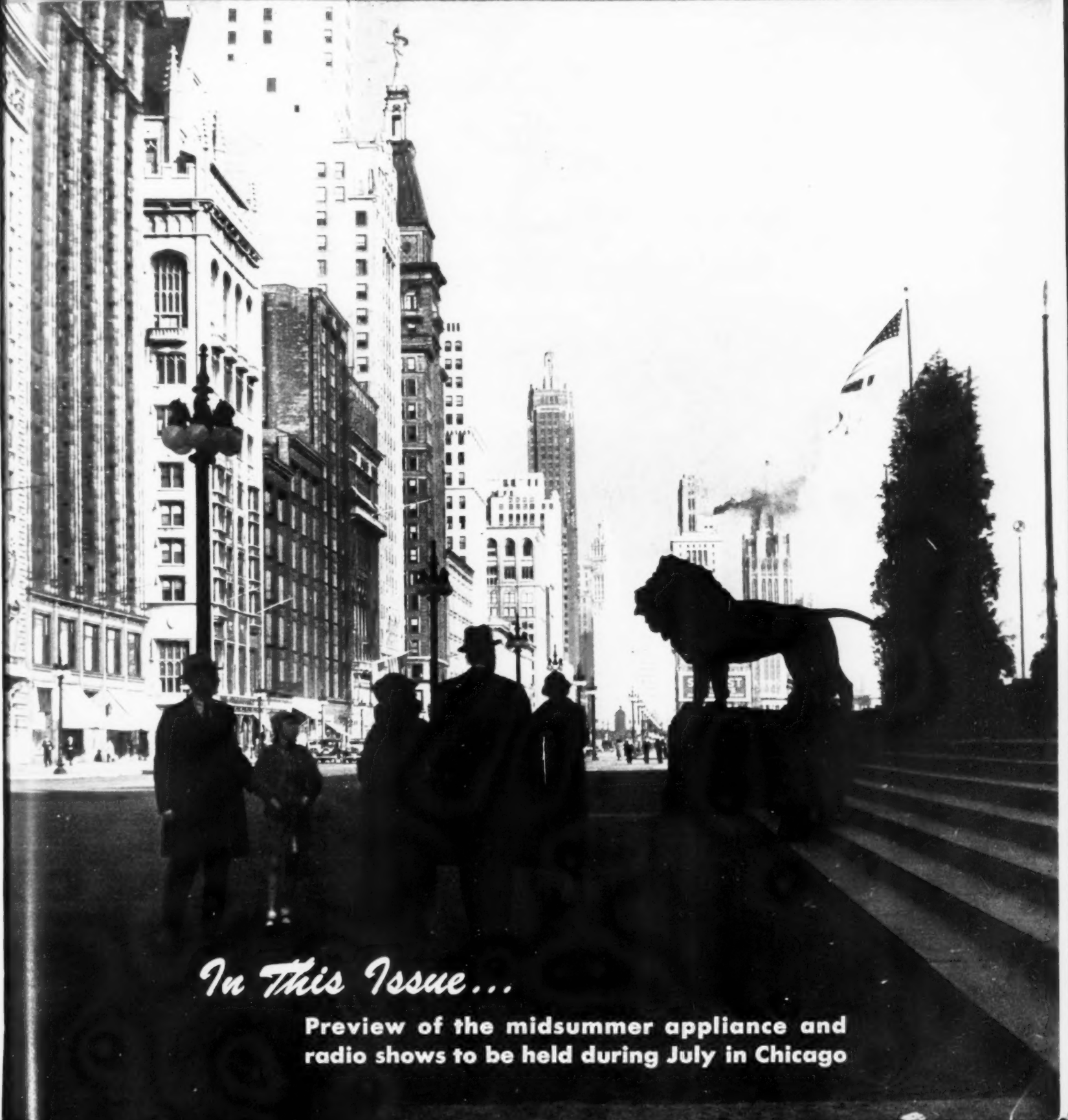
*News*

ISSUE

Including "ELECTRICAL APPLIANCE NEWS"

McGraw-Hill Publishing Co., Inc.

JUNE 15, 1948



*In This Issue...*

Preview of the midsummer appliance and radio shows to be held during July in Chicago

# Lower Prices, New Features At Summer Market Exhibits

**50,000 expected at Merchandise  
and Furniture Marts, July 5-17.  
Hotel rooms sold out until July 8.**

IT'S no idle guess to say that the 50,000 or more persons who in January swarmed through Chicago's Furniture Mart and the Merchandise Mart will return or send their representatives to the summer markets, July 5-17. Shown will be lines with new features at new prices, with more for the money, more capacity and space saving models designed to broaden the market for replacement purposes. While it may be hard to convince some buyers, there are still shortages in some lines and this is the market for comparing and looking for new features for the buying of fall merchandise.

#### Hotel Situation as Usual

A check with the hotel association in May revealed that all available rooms in the Loop hotels have been taken through July 8, with few if any rooms offered in the outlying and suburban hotels, due probably to many coming to Chicago for the Fourth of July week-end prior to the markets. As most of the reservations were accompanied by deposits for rooms, the association does not suggest anyone coming without a firm reservation, since tents are not available in Chicago, nor are tourist camps handy.

#### The Furniture Mart

At the Furniture Mart, according to Lawrence H. Whiting, president, "We are now reaching the peak of our post-war reconversion job, delayed by government occupancy of a large part of the lower floors." Many of the showrooms have been enlarged and completely remodeled, and some will be air conditioned—which news will cheer the steaming crowds pushing their way through the building in July. A new service desk will be located in the center lobby of the main floor for distribution of trade papers, theater tickets and other services. Also a large soda fountain, with a fresh supply of aspirin, and a checkroom on the main floor are being added for the comfort of Furniture Mart visitors this season.

Television will be playing a stellar role in the list of events for the markets, and it is hoped that the prize

winning kitchens of the Chicago *Tribune* Better Rooms contest will be televised. With the 500 different meetings, conventions, luncheons, dinners and dances, all going on during the markets it is unlikely there will be cause for complaint of idleness. Then, too, you can always rush out of the building and cool off at the lake's edge across Lake Shore drive.

#### Merchandise Mart

Here at 222 North Bank Drive, or more familiarly (by) the Merchandise Mart, the two-block long building has some 300 exhibitors in appliances, housewares and allied lines, mostly on the 11th and 14th floors. Here, too, much refurbishing has been completed. A glance at the accompanying list will show that few manufacturers have changed their showroom locations since last market. Among new tenants in the building are Dexter washing machines, Perfection stoves, Youngstown kitchens and Carrier air conditioning division.

Temporary exhibits of lamps are one of this show's innovations. Television shows will be given, but at this early writing definite dates and locations are not available; information will appear in the news dailies handed out at various information desks. A cruise through the 93 acres re-

veals that the restaurants are operating at full blast, and in addition, on the second floor a sandwich shop called the Milk Bar has opened. You can still dunk at the Daisy Doughnut Shop, carry a tray at Ford Hopkins or have a hostess guide you to a seat at Henrici's on the main floor. You can still get a railroad ticket, but you have to travel up to Room 11-100 now. The dime-to-dollar store is still handy for gifts. For folding money you can buy jewelry, wearing apparel, millinery, lingerie, flowers, or what you will, right here under the one roof.

The tours through the Mart which have proven so popular will be discontinued for the duration of the markets. The Merchandise Mart Housewares and Appliance Assn. which has been actively sponsoring luncheons and meetings for its members on the 11th and 14th floors, is all set to greet visitors. Incidentally, it might be of interest to dealers to take a look at the new electric toys which have made their appearance here; they are growing in popularity and Christmas isn't too far ahead.

#### Recreation

For the faithful who have conscientiously covered the markets through every cranny and nook of the Furniture and Merchandise Marts, we think we should tell what Chicago has to offer as a reward for a job well done.

A check with the Association of Commerce reveals that events during July line up something like this:

Freedom Train, July 5 to 9  
Chicago Railroad Fair, July 20-Sept. 15



FURNITURE MART

Collection of Berlin Masterpieces, Art Institute, July 12-Aug. 1  
American Legion Fourth of July Show—Soldiers Field  
U. S. Olympic Track & Field Finals—Dyche Stadium, Northwestern University, Evanston, Ill., July 9-10  
Grant Park Concerts—"Music Under the Stars"—(check daily newspaper for programs)  
Ravinia Music Festival, Ravinia Park, Ill. (see daily newspaper for programs)  
Horse racing—Arlington, Washington Park or Hawthorn tracks  
Harness Racing—Maywood, Ill.  
Major League ball games (see daily newspaper for schedule)  
Buckingham Fountain in color display—Grant Park  
Flower shows—Lincoln, Garfield and Douglas Parks

There will be other events of interest not here listed, but, as usual, the big event will still be the markets themselves.

#### 91.5% of Inquiries Result in Cleaner Sales, Lewyt Says

Since last August, when the Lewyt vacuum cleaner was first announced to consumers, 91.5 percent of all inquiries have resulted in sales, the company reported recently. From the period February 24 to April 30 Lewyt received 13,626 inquiries, 12,263 of which resulted in sales.

Credit for the inquiries is awarded to magazines carrying Lewyt ads—*Saturday Evening Post*, *Ladies Home Journal*, and *Good Housekeeping*. Inquiries, says J. Nugent Lopes, Lewyt's director of advertising, are passed on to distributors and dealers. So successful has the system been, he claims, that a dealer for one distributor calls practically every morning to see if the wholesaler has received "any more inquiries."



MERCHANDISE MART

## McGraw-Hill Publishing Company, Inc.

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# Partial Directory of Exhibitors at Chicago Markets

## AT THE MERCHANDISE MART

Name	Space
Aluminum Specialty Co.	1170
American Central Div., Avco Mfg. Co.	1476
American Thermos Appliance Co.	14-101
Apex Rotarex Corp.	1472
Artkraft Mfg. Corp.	1454
Associated Projects Co.	1433A
Bar-Brook Mfg. Co.	1488
Bonmatt Organization	15-112
Berger, T. W.	1454
Bersted Mfg. Co.	1467
Block, Alex W., & Co., Inc.	1481
Boyco Inc.	1589
Bradford, C. L., & Assoc., Inc.	1486
Buxbaum Co., The	11-112
Carrier Corp.	1181
Casco Products Co.	1175
Chambers, Fred E.	1235
Clocks, Inc.	14-101
Coldaire Corp.	14-101
Coolerator Co., The	11-107
Deepfreeze Div., Motor Prod. Corp.	1447
Dexter Co.	14-103
Domestic Co.	14-101
Dominion Electric Mfg. Co.	1422
Drain-O-Matic Corp.	14-101
Easy Washing Machine Co.	1464
Ekco Products Co.	1405

Eldredge Sewing Machine Co.	1468
Elgin Steel Kitchens	1454
Estate Heatrola Div.	1418
Eureka Williams Corp., Eureka Div.	1161
Everedy Co., The	11-112
Farber, S. W., Inc.	1419A
Florence Stove Co.	1459
Franklin, L. K., Corp.	11-114
Frigid Freeze Corp of America	1418
Free Sewing Machine Co.	1450
General Electric Co.	1127
General Mills, Inc., Home Appl. Dept.	1453A
Globe Electronics	14-101
Hilton Clock Co.	1553
Hotpoint, Inc.	1457
Johnson, S. C. & Son, Inc.	1158
Kaiser-Fleetwings Sales Corp.	1174
Knapp-Monarch Co.	1483
Landers, Frary & Clark	1479
LaSalle Lighting Prod., Inc., Heater Div.	1492
Lauder, Ray S.	1433A
Leadstone, John T.	1482
Leslie Corp.	14-101
Liberty Elec. Co.	1492

Manning Bowman & Co.	1466
Martin Co.	14-104
McGraw Electric Co., Toastmaster Products Div.	1455
Metal Ware Corp.	1411A
Moses Bros., The	11-112
Motor Products Corp., Deepfreeze Div.	1447
Mullins Mfg. Corp.	1119
Mutschler Bros. Co.	14-115
National Enameling & Stamping Co., Electric Div.	1422
National Sewing Machine Co.	1468
New Home Sewing Machine Co.	1450
Noma Electric Corp.	1418
Nutone, Inc.	1451
Nye, Walter Co., Inc.	1492
Peerless Mfg. Co.	1485
Perfection Stove Co.	1474
Poulsen & Nardon, Inc.	11-105
Premier Vacuum Cleaner	1160
Proctor Electric Co.	1473
Rasmussen, J. H. & Co.	1454
Refrigerator Corp. of America	1418
Revere Clock Co.	1422
Rittenhouse Co.	14-104
Rival Mfg. Co.	1454A
Royal American Corp.	1583
Rutenber Electric Co.	14-107
Samson-United Corp.	14-104
Sanford, D. E. & Co.	1405

Sessions Clock Co., Inc., The	1409
Silex Co.	14-109
Simmons Slicing Knife Co.	1199
Smith, F. A., Mfg. Co.	1422
Son-Chief Electric, Inc.	1414
Spartan Co.	1163
Sperti, Inc.	1422
Steel Products Mfg. Co.	1498
Steinmetz & Kelly	1422
Sunroc Co.	1177
Superior Electric Products Corp.	11-116
Swartzbaugh Mfg. Co.	1498
Taylor Corp.	14-101
Taylor Instruments Co.	11-106
Telechron, Inc.	1440
Toastmaster Products Div., McGraw-Electric Co.	1455
Trauger, Roy F. & Assoc.	1488
Utilex Corp.	1420
Vacuum Can Co.	14-101
Varick Electric Mfg. Co., Inc.	11-116
Wagner Mfg. Co.	1491
Waring Products Corp.	1405
Washburn Co., The	1123A
Waverly Products Co.	1492
Welko, Inc.	14-101
Wiley, Joseph H., Organization, Inc.	14-101
Whiting Firepower Products Corp.	14-101
Woodcrafter Mfrs., Inc.	1488
Wright Industries, Inc.	14-101

## AT THE FURNITURE MART

Name	Space
A. & J. Mfg. Co.	548
Admiral Corp.	526-27
Agricola Furnace Co.	548
Allen Mfg. Co.	510-B
Altorfer Bros. Co.	541-42
Amana Society	536-B
American Stove Co.	518
Appliance Mfg. Co.	501-A
Armstrong Products Corp.	17/63
Athens Stove Works	624
Automatic Washer Co.	507-B
Auto Stove Works	546-A
Barlow & Seelig Mfg. Co.	530 & 17/102-3
Barton Corp.	549-A
Bendix Home Appliances Inc.	503
Bendix Radio Div.	545-D
Ben Hur Mfg. Co.	528
Blackstone Corp.	544-A
Brunswick	645
Caloric Stove Corp.	519
Castelli Co., F. C.	17/39-40
Chattanooga Implement & Mfg. Co.	17/0
Clark Water Heater Co.	511-B
Clements Mfg. Co.	17/106-107
Cole Hot Blast Mfg. Co.	17/73-74
Coleman Co.	525
Comstock-Castle Stove Co.	546-B
Conlon Corp.	504
Coroaire Heater Corp.	17/M
Cribben & Sexton Co.	537-A
Crosley Corp.	535-36-A
Crown Stove Works	531
Detroit Vapor Stove Corp.	521
Dixie Foundry Co.	524
Dormeyer Co.	2953

Dortch Stove Co.	512-B
Du Boff & Co.	17/84-85
Duo-Therm Div.	517
Eagle Foundry Co.	547-A
Empire Appliance Co.	17/126
Estate Heatrola	523
Evans Products Co.	541-B
Farnsworth Radio & Television Co.	535-B
Fresh'nd Aire	17/106-A
Frigidaire	508-509-A
Garod Electronics	17/56-A
General Electric Co.	538-39-A
Gibson Refrig. Co.	537-38-B
Grand Home Appliance Co.	17/J-31
Gray & Dudley Co.	515-B
Hamilton Mfg. Co.	17/88-89
Hardwick Stove Co.	1530
Health-Mor, Inc.	17/68
Hedges Mfg. Co., M. M.	17/80
Hoover Co.	510-A
Horton Mfg. Co.	511-A
Hotpoint, Inc.	533-534-B
Hunt Heater Corp.	17/P
Ice Cooling Appliance Co.	810
International Oil Burner Co.	512-A
Ironrite Ironer Co.	511-B
Jacobs Co., F. L.	17/75-76
Jacobs Mfg. Co.	17/32-33
Kelvinator	514-15-A
Kemper Furniture Corp.	17/108-09

King Refrigerator Co.	17/127
Knox Stove Works	513-B
Lake State Products, Inc.	17/90
Lear, Inc.	17/2
Le John Mfg. Co.	17/34
Leonard	514-15-A
Lewis Steel Products Corp.	17/98-99
Lewyt Corp.	17/58-59
Lindemann & Hoverson Co., A. J.	17/42-43
Locke Stove Co.	17/54-54-A
Loneragan Mfg. Co.	514-B
Loneragan, Vincent J.	2953
Lynbrook Co., The	17/122-23
Maine Mfg. Co.	17/37-38
Major Home Appliance Co.	536-B
Matmatic Mfg. Co.	17/85
McAllister-Ross Corp.	507-B
Midwest Mfg. Co.	910
Mimms, E. N.	17/86
Modern Refrigerator Co.	17/100-01
Moore Corp., The	504
Morton Appliance Co.	631
Motorola	547-B
Nineteen Hundred Corp.	508-B
Noblitt-Sparks Industries, Inc.	441
Norge	521-22
Oakland Foundry Co.	546-C
Odin Stove Mfg. Co.	1438
Palley Mfg. Co.	17/85
Paragon Utilities	1044
Philco Corp.	128
Plastray Corp.	17/49
Porter Co., Jim C.	17/87

Premier Stove Co.	513-B
Prentiss Wabers Products Co.	549-A
Pressed Steel Car Co.	447-8-9
Quaker Mfg. Co.	516-B
Radio & Television Corp.	17-U
RCA Victor Distr. Co.	232-38 & 17/44-48
Roberts & Mander Corp.	546-D
Roper Corp., Geo. D.	529
Sanitary Refrigerator Co.	528
Schaefer, Inc.	17/K
Sellers & Sons Co., G. I.	1536
Sentinel Radio Corp.	17/L
Siegler Enamel & Range Co.	17/91
Southern Aircraft Co.	17/77-78
Sparks-Withington Co.	509-B
Stewart-Warner Corp.	17/55-56-57
Stiglitz Furnace & Foundry Co.	17/60-62
Sunray Stove	17/52-53
Sutton Corp., O. A.	17/66-67
Tappan Stove Co.	539-B
Tennessee Stove Works	825
Toastswell Mfg. Co.	2953
Tracy Mfg. Co.	930
United States Stove Co.	17/35-36
United Stove Co.	549-B
Welbilt Stove Co.	520
Westinghouse Electric Corp.	501
Wittie Mfg. Co., Inc.	17/106-07
Young Corp.	17/118-19
Zenith Radio Corp.	544-B

**Apex Adopts a \$500,000 Baby**



**POSING HAPPILY** with their recently and expensively acquired new product, the Dish-A-Matic dishwasher, formerly made by Lake State Products, Inc., are A. C. Scott, vice-president in charge of sales; E. C. Buchanan, vice-president in charge of manufacturing; and C. G. Frantz, president, all of Apex Electrical Mfg. Co.

## Apex Buys Dish-A-Matic

**Acquisition of dishwasher announced with new automatic washer and dryer.**

**T**HE Apex Electrical Mfg. Co., Cleveland, has purchased all of the capital stock of Lake State Products, Inc., Jackson, Michigan, producers of the Dish-A-Matic electric dishwasher and the Cinderella portable clothes washer.

C. G. Frantz, president of Apex, said the acquisition of the Dish-A-Matic firm represented an initial investment of close to \$500,000.

Mr. Frantz said the modern, efficient Lake State Products plant at Jackson will be kept in operation as a wholly owned subsidiary of Apex. The Lake State plant, he said, has a capacity of 50,000 automatic dishwashers per year and production will be geared to expected requirements as rapidly as possible. No change in plant personnel is contemplated.

**One of the Finest**

Mr. Frantz described the new Apex Dish-A-Matic as one of the finest dishwashers ever produced. A unique and invaluable feature is the built-in, thermostatically controlled hot water booster tank, which at very low cost maintains a supply of scalding hot water at all times. This controlled hot water supply enables the housewife to

wash her dishes in water of 170 to 180 degs. Fahrenheit, an assurance that the dishes will be absolutely clean and sanitary.

The new Apex portable clothes washer is a small, efficient machine which is ideal for use in the modern small apartment or for "in-between" launderings of lingerie, baby clothes, hosiery and similar articles. Its compact design permits it to be used on the kitchen table, in the bathroom or in the utility room.

**Now—A Full Line**

Mr. Frantz, in announcing purchase of Lake State Products, Inc., also revealed that Apex will begin marketing its new clothes dryer and the revolutionary new Apex automatic washer in August. Ultra-modern in design and engineering, and thoroughly tested, the new dryer completes the Apex line of home laundry equipment.

The full line of Apex products now includes all types of major home cleaning appliances, Mr. Frantz pointed out. Apex produces upright, cylinder and hand-type vacuum cleaners; the "Spiral Dasher" wringer washers; the recently introduced "Fold-a-Matic" ironer, which folds away in an at-

tractive cabinet when not in use; the new Apex automatic washer, with its exclusive "bouncing basket"; the new clothes dryer, and now the portable washer and the Apex Dish-A-Matic dishwasher.

"Apex long has felt the necessity for offering a well rounded line of hour-saving appliances for the home", Mr. Frantz said, "and for years has been interested in development of a dishwasher which would be truly

automatic and highly efficient in relieving American women of the most unpleasant and most thoroughly disliked task in the home."

"The new Apex Dish-A-Matic is the answer to this need and gives our company the opportunity to offer a highly efficient dishwasher immediately. The Apex Dish-A-Matic is a product which has had years of careful development and testing and has already won wide popularity."

## Selling Costs Rose, Goods Cost Declined in '47, IEEDA Reports

**Overhead expenses stable, says 4th in series of cost ratio studies**

The cost of goods to the average appliance dealer in 1947 steadily declined, but selling costs rose with equal consistency, thus eliminating any rise in net profit, the Inland Empire Electrical Dealers Assn. reported recently in its fourth cost ratio study, covering the year 1947.

"The total of overhead expenses (occupancy, administrative and general, proprietors' salaries, and other operating expenses) remained stable. Net profit changed little," the organization's report said.

**Goods Cost Down 2.4%**

The average cost of goods sold actually declined by 2.4 percent of net sales in 1947 from the 1946 levels, but was still higher by 5.6 percent than the 1939 average. While total selling expenses in 1947 increased by 1.9 percent, the report points out, they were still 7.3 percent short of the 1939 average. The IEEDA indicates that "increasing retail discounts, better opportunities for selective buying in 1947, higher volume, and the need for more salesmen and advertising," had an influence in last year's developments.

In the second portion of its study, the association reveals that the principal difference between high profit (over 10 percent) dealers and low profit (net under 10 percent) dealers can be found in the cost of goods and administrative and general expense. Dealers who had low profits percentage-wise probably paid more for their goods and did not buy so selectively as those who made higher profits. "More vigilant control of 'unproductive' expenditures would serve to increase net profit," the study maintains, although it points out that some of the difference comes from the fact that "the average sales volume per dealer in the 'low' profit category is 72 percent higher than that in the 'high' profit class."

**Low Profits, High Salaries**

Dealers whose profits were in the lower class generally averaged higher salaries, despite the fact that they took less percentage-wise, than those dealers whose net profits were high, the study reveals.

The following table compares operating ratios for the years 1946 and 1947:

ITEM	Operating Ratios for Year 1947			Year 1946	Change 1946 to 1947
	Net Profit 10% and Over	Net Profit Under 10%	Average of All Reports	Average of All Reports	
I. NET SALES .....	100.0%	100.0%	100.0%	100.0%	
II. COST OF GOODS SOLD ..	65.8	75.2	70.5	72.9	-2.4
(GROSS PROFIT).....	(34.2)	(24.8)	(29.5)	(27.1)	(+2.4)
III. OPERATING EXPENSES:					
A. Administrative .....	2.8	9.4	6.1	8.8	+0.7
B. Proprietors' Salary .....	3.6	3.2	3.4		
(Aver. of reports which listed salaries).....	(7.8)	(6.8)	(7.3)		
C. Selling Expenses:					
1. Salesmen.....	3.7	3.7	3.7	3.1	+0.6
(Aver. of reports listing cost of salesmen).....	(4.0)	(4.6)	(4.3)		
2. Advertising etc.....	1.8	1.8	1.8	0.8	+1.0
3. Other Selling Cost.....	1.6	1.0	1.2	0.9	+0.3
Total Selling Expense .....	7.1	6.5	6.7	4.8	+1.9
D. Occupancy.....	2.7	1.3	2.0	3.4	-1.4
E. Other Operating Exp.....	2.0	0.1	1.1	0.1	+1.0
TOTAL OPERATING EXPENSES.....	18.2	20.5	19.3	17.1	+2.2
IV. NET PROFIT.....	16.0	4.3	10.2	10.0	+0.2

# The NATIONAL APPLIANCE AND RADIO PICTURE

## THE EAST

By Robert W. Armstrong

TELEVISION price cutting and transshipping seems to be as much a part of the American scene right now as sun and summer.

Reports from Philadelphia (which received 18,923 telesets in 1947, according to the RMA) indicate that that city, one of the first to be opened up as a television market, is suffering from the price-cut plague. The earnest shopper, say informants, can get a television receiver of nearly any make at something less than the list price.

In New York, of course, the situation is equally bad. At the end of April Allen B. DuMont Laboratories publicly announced that "within the past few weeks three dealers have been disenfranchised . . . because of evidence of price cutting and transshipment." DuMont summed up manufacturers' reasons for bewilderment at dealers' actions with the statement, "The strangest part of the situation is the fact that these malpractices have occurred when the demand for telesets has been greater than the supply."

### "Dealers Who Insist"

Bruno—New York, RCA Victor wholesalers in the metropolitan area, recently sent a letter to all dealers. The letter, frankly headed "Price Cutting," stated, in part, "Dealers who insist on selling their merchandise on little or no mark-up, become serious financial risks and, in self-protection, we shall have to discontinue such dealers as authorized agents." The letter also pointed out that franchises are granted for retail sales purposes "and not for transshipments."

It is true that many dealers will sell television at a discount. That's a fact. The reasons for it are not so obvious. DuMont says it may be the result of long habit. Dealers themselves, perhaps closer to the consumer than manufacturers, may have several reasons, the most evident of which is the desire to turn a fast buck. To some of them ten dollars today is a whole lot bigger than 15 dollars next week. It's a natural human temptation, however injurious to the industry. There is also a widespread sentiment that some telesets are overpriced. This has been supported on at least one occasion by the statements of a manufacturer's executive. Lastly, the lack of any necessity for the dealer to service or install some makes adds to his temptation to take the cash that's offered. On top of all this, plenty of dealers don't think the manufacturers and distributors really care if prices are cut. "If they really wanted to stop price cutting," they claim, "they could. But they don't want to cut off their own revenues by disenfranchising dealers. They holler about it and they make threats, but that's as far as it ever goes." So some merchants take refuge in the excuse that they have to cut their prices because other dealers are doing it. It's a round robin of buck passing.

According to the *Retail Memo*, issued weekly by the American Newspaper Publishers Assn., retailers are increasing their pressure on manufacturers to reduce prices. Large inventories and intense consumer price re-

(Continued on next page)

## Reports of Business from

### ELECTRICAL MERCHANDISING's Regional Editors

#### THE MIDWEST

By Tom F. Blackburn

THE promotion by a Chicago dealer of "Pay as you see" television, at a cost of 25¢ an hour seems to be the outstanding smart promotion in the Midwest this issue.

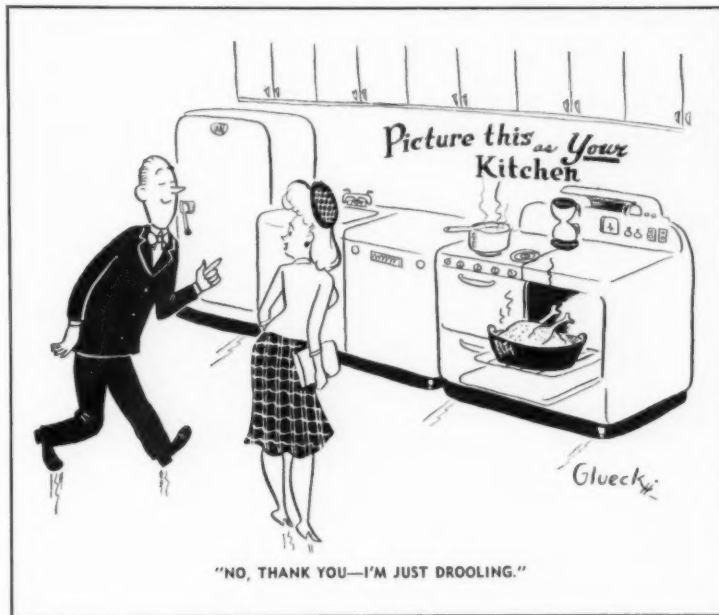
Of course the number of meters that will be put out can be put in your ear, but the idea is an astonishing device to make apparent how cheaply a television set can give the family entertainment compared with the movies. Another on-his-toes Chicago advertiser broke down payments on a weekly basis that also made ownership and

#### THE SOUTH

By Amasa B. Windham

YOU can now get a hotel room almost anywhere in the country without reserving it a month in advance—except in Atlanta, Birmingham, Memphis, New Orleans and Houston; you can buy automobiles across the counter in many places—but not in Dallas, Louisville, Charlotte or Jacksonville; you can buy "scarce" appliances without going on the waiting list in numerous areas—but not below the Mason-Dixon line.

The South still is riding the appliance boom. A check from Richmond



enjoyment of a television set look dirt cheap.

That the promotion with all the trimmings now does the trick can be proved by the experience of two stores in Indianapolis. Both were offered a table radio promotion which had some original features. One popped the stock on the shelves with only a price tag. The other organization advertised it, gave it an unusual display, dramatized the unique features of the case. As a result the do-nothing store sold only about 40 whereas the outfit that put on the promotion moved about 140. Same time, same merchandise.

#### What Makes Promotions Click

It may be a carnation to mother, it may be red, white and blue balloons for Willie, it may be a free recording of the sweet girl graduate speech, but at any rate, there is a growing appreciation that this business of selling appliances is a constant dog and pony show consisting of timeliness plus a limited opportunity.

The successful operations have included free demonstrations, lectures, coffee and hot cookies, instruction on

(Continued on next page)

to the Rio Grande reveals continued heavy sales of electrical equipment through May. It even has the LP gas boys worried. More than a hundred LP gas dealers met in Atlanta the first part of May to talk over the situation and the predominant palaver was that a rate cut was needed to hypo that business. In Georgia, that's significant because the Cracker State is a gas-heavy state. Hard hitting sales campaigns by the Georgia Power Company and wide-awake distributors had plenty to do with the continued upsurge of electrical appliance buying. Florida, another gas-heavy state, might look on and follow the example.

#### Retailers In A Tizzy

Some Southern retailers—notably in Birmingham—got in a tizzy because of the widespread interest in television. It seems the boys felt that the heavy plugging would cut into their radio merchandising, difficult as it is already. Consequently, with an eye on the advertising dollar, the daily newspapers there have been running stories assuring the public that television was still some 12 to 18 months away, awaiting

(Continued on page 26)

## THE FAR WEST

By Howard J. Emerson

IN spite of the tremendous industrial growth during the war and post-war in the eleven western states, the economy of this area is still linked with agriculture. Everyone who manufactures, distributes or retails appliances here must, sooner or later, find his business going up or down in relation to the success of the farmers and the people who depend on the farmers for their income.

At no time in recent years has this been more important than during the last three weeks. The most important factor in the electrical appliance business in the central and northwest areas of the Pacific Coast in the last week of April and the first two weeks of May is not the delivery of appliances, the salesmanship of dealers, or the practices of distributors; it is rain—cold, constant, persistent rain—or the lack of it—that has upset the basis of a billion-dollar economy.

The flow of appliances from the East takes three routes to the west coast. Each route reaches a market completely different in climate. Each has received a variance in the normal weather that has affected the market for these appliances.

The Southwest—Arizona, southern Nevada, New Mexico, and southern California—has enjoyed the weather which the section's Chambers of Commerce are paid to advertise. Normal rainfall, average temperatures—everything that makes the retailing of appliances dependent on the supply and the salesmanship of the dealers.

#### Weather and Appliances

Central California, from the Tehachapies to and including the San Francisco Bay area, the San Joaquin and Sacramento Valleys, suffered from the worst drought in years, followed by drenching rains in April and May. The economy that is based on the production of wine grapes, raisin grapes, apricots, prunes, nuts—the largest production areas for those crops in the country—faced first the possibility that lack of water would ruin the crops, then the possibility that too much rain would reduce the pollenization. Mingled with this crop of perennials is the second largest planting of cotton on this continent—planting that was held up dangerously late because of the weather. Also the planting of the nation's iceberg lettuce crop in the Salinas Valley was jeopardized.

In such an economy, battered by the weather, the appliance dealers were bound to feel the effect. Farmers, regardless of the size of their bank accounts, are hesitant to commit themselves for any purchase when the present crop is in doubt. From Bakersfield to Fresno, from Sacramento to San Jose, farmers looked to the sky, to their ground, but not to the nearest appliance store. Only in the San Francisco Bay Area, where the economy is tied up more with manufacturing and foreign trade, could the appliance business continue undisturbed by the uncertainty of the weather.

In the Northwest, served by the third route, the weather continues to

(Continued on page 26)

# The NATIONAL APPLIANCE AND RADIO PICTURE

(CONTINUED FROM PAGE 5)

## THE EAST

(Continued)

assistance are behind the move, says the *Memo*, and result in price cutting. How much this influences television price cutting is anybody's guess, but it is obvious that all of the 162,181 television sets sold last year weren't sold to consumers with large incomes. And it is equally obvious that the median income family (\$2,395) is going to think more than twice before plunking down three or four hundred dollars for a video set.

### Refrigerator Deliveries Slow

Reports from all sections of the East reveal that refrigerator deliveries in May were not commensurate with demand. One reason, of course, is that some manufacturers are or have been introducing new models. Electric range deliveries, on the other hand, have been pretty good. A Washington dealer reports, "We are doing pretty well on ranges and can carry a good assortment. We didn't get quite so many in May as we did in April, however, and the less expensive models have been pretty tough to get." Just for contrast, another Washington dealer said that he is short "on top-of-the-line models."

Those hard-to-get small appliances are still pretty hard to get, despite the fact that New York department stores recently advertised them. One particular brand of automatic toaster is still a rarity. However, a Virginia dealer says, "We've been able to keep up pretty well and have 12 automatic toasters in stock, perhaps because the market has been very slow lately."

A Philadelphia merchant blames the automatic toaster shortage on "too many deals. You have to buy too much junk to get the toasters." Another Philadelphian supports this with the statement: "There's a racket on good automatic toasters. I haven't had one this year, because I won't accept tie-ins."

A Springfield, Mass., dealer finds the best makes of toasters in stock, but is more surprised to report that "clocks have begun to move; we're selling at least 12 a day."

### Sales Reports

Eight out of nine dealers still say that freezer sales are not all they should be. The most encouraging statement comes from a Connecticut businessman who says he is selling twice as many as he did last year, but takes no credit for the increase in sales, attributing it rather to still current scares of food shortages.

A Washingtonian and two Bay Staters find cleaners moving pretty well; other comments call sales fair to poor.

Television, as usual, is selling well in all eastern markets.

Queries on electrical sink and dishwasher sales revealed that business here is not encouraging dealers to reorder by the carload. There are three factors contributing to poor sales: (1) lack of demand, (2) actual shortage of sinks, and (3) the plumbing problem.

Says a Massachusetts dealer: "We sold an electric sink a while ago and

it cost the woman more to get it installed than the sink did."

A Virginian says he sells no more sinks now than he did prior to the war.

"There are entirely too many people in the sink business," he claims. "And there are too many firms that carry sinks as a sideline. Some of them don't even have one to show." He, like most other sink salesmen, is sunk by the plumbing conspiracy. The plumbers "are holding back" on garbage disposers and dishwashers, he says, even going so far as to tell disposal customers that the gadget is a nuisance.

Up in the Nutmeg state one dealer feels that his dishwasher business is OK—especially since he is selling about nine a month.

### Dealers Trim Ship

Nearly all dealers have cut down the number of makes of electric irons, vacuum cleaners and radios carried. At this time last year many of their shelves were loaded with eight or ten brands of irons; these have been cut to four or five. Now most of them have one or two makes of vacuum cleaners where last year they had three or four and as many as seven.

Most drastic of all has been the weeding in the radio garden. In most instances the lines have been cut at least in half. Some range as high as two-thirds.

There are also reports of pruning in washers and refrigerators. One Springfield, Mass., merchant, for example, recently threw out three of his four lines of refrigerators. A New York dealer now has three washer makes instead of six. A southern merchant used to have 10 different washer brands; now he is happier with five. He claims he got stuck a bit on washers when the manufacturers of some makes found that sales were backing up a little and then franchised chain stores who promptly undersold the specialty dealer by as much as \$52.40.

### Crosley Opens Show Rooms



WHEN Crosley Distributing Corp. opened its new executive and sales offices in New York recently, N. C. MacDonald, general sales manager for Crosley, got a chance to explain the latest 10-inch teaset to, left to right: R. C. Cosgrove, vice-president and general manager; Victor Emanuel, board chairman of Avco Mfg. Corp., and Bert Cole, vice-president and general manager of the distributing firm.

One dealer gripe, at least, has begun to lose volume as the result of improvement in the condition of merchandise on arrival at the store. There was a time, not so long ago, when you hardly dared look at uncrated white goods. There was that much chance of a scratch or an imperfect finish. One dealer even reports that refrigerator shelves were so poorly packed that they scratched the inside of the door. Another had a lot of trouble with radios. Most merchants now report, however, that although the situation is far from perfect there has been a good deal of improvement in both factory inspections and packing and handling by the common carriers.

## THE MIDWEST

(Continued)

how to make graduation dresses, and, in short, have tied in with the needs and yearning of the family. Even Sears Roebuck copied the home-freezer-full-of-food idea as a special promotion.

In St. Louis one department store had 21 demonstrations going in a promotion as a side show of interest to the consumer. The two-week event was called a "Housewares Carnival" and even used copy that tied in to the barker theme of "Hurry, hurry, hurry."

One of the month's ideas that was clever was a Chicago Loop department store that advertised "101 Ways to Make Your Homemaking Easier." All items stressed what the appliances would do for the owner.

A swing through the territory reveals that the only appliance that seems to be scarce at this writing in the Midwest is the two-temperature refrigerator. The public is getting wise that things can be had and consequently a bit choosy. There are too many dealers selling appliances in

every town who are hence in a vulnerable position for shoppers.

While a dealer can sit back on his hunkers and have a sizable chunk of the population walk in the door and ask to see things, there is being heard that refrain, "I'll have to see my husband."

Several months ago the comment was always, "Wrap it up quick!"

At a meeting of the Indianapolis Electric League none of the boys admitted that he was overloaded on anything but one of the distributors felt that there might be overstocks on off-brand water heaters and off-brand irons.

### Time Selling Here

A South Bend department store executive declares that we are up to our necks on time payment selling already. For this reason, he agrees with a Chicago department store head who recently declared that the rising cost of living is putting such a crimp in the family pocketbook that it does not have the dough for big down payments. Go in the grocery store and look at the price tags on oatmeal, beefsteak, ammonia, soap, and you can see that the cost of living is steadily cutting in on the family bankroll, leaving less and less for capital investments.

A highly respectable lot of people are buying on time, and the easy payment angle is what attracts them. Also, it is felt that this way they have a club over the dealer in case any part of the appliance is substandard.

As one manufacturer puts it, the pipeline is now full and the industry is agast at the way the retailers are still sitting back and expecting the public to buy. They haven't trained their salesmen to sell, they haven't any ideas about advertising, and in fact, the only thing they seem to be thinking of is cutting the already short margins in the hope of getting some business from the other fellow.

If any price cutting starts in the appliance field, chances are that it will come first by use of premiums. The enthusiastic attendance at the National Premium Exposition in Chicago revealed that these devices are coming back to popularity.

### Demonstrators Busy

In Kansas City one of the big distributors has ordered that 40 percent of its salesmen's time must go to demonstration and instruction. They are going to stress how to sell on time.

In Chicago the distributor of a portable washer now has a demonstrator out. This organization has found that one demonstrator can put on demos with waffle irons as well as washers—and it works.

The story is going around Chicago that the well known Fuller Brush man is going to be carrying an electric iron in his kit as he works from house to house, and this tie-up is expected to move around 15,000 irons a week.

With the Fuller Brush man ringing doorbells, and the tire store competing from an across the street location, the dealer is having them come at him from two directions.

In the service field, Chicago has something new in the way of an Electric Center which reconditions and guarantees refrigerators. Six cu. ft. refrigerators, standard brands, can be had for as low as \$69.50 and 7 cu. ft. boxes are advertised at \$159.



**MEMBERS** of the Appliance Parts Jobbers Assn. liked their officers so well they re-elected them at the Milwaukee convention in April. Reading, left to right, front row: Wesley L. May, Portland, Ore., first vice president; George H. Klinker, Cincinnati, president; Wilfrid L. Cloutier, Detroit, secy.-treas.; Arthur G. Baril, Waterbury, Conn., second vice pres. (Rear) Executive board: Ray Jones, Denver, Colo.; Leonard A. Coppe, St. Paul, Minn.; William A. Schwefel, Milwaukee, Wis.; Harry C. Schroeder, Indianapolis, Ind.; Joseph L. Nagle, St. Louis, Mo.; Charles E. Fish, Youngstown, Ohio; Russell D. Jones, Jr., Harrisburg, Pa.; and Lawrence L. Sundberg, Chicago. William G. Zuschlag, Philadelphia, also a board member, was not present at the convention.

## Parts Jobbers at Annual Meeting Report Successful Year's Work

Manufacturers attend as members for first time; all officers re-elected

By Martha M. Alexander

Meeting in Milwaukee April 20-24, the Appliance Parts Jobbers Assn. brought out a record attendance, some 90 percent of the membership, together with representatives of the products manufacturers, the constitution and bylaws of the association having been recently amended to include this latter group in executive board and general sessions. These associate members now include Apex Elec. Mfg. Co., Automatic Washer Co., Barton Corp., Conlon Div., Conlon-Moore Corp., Horton Mfg. Co., Nineteen Hundred Corp., One Minute Washer, Thor Corp., and Voss Bros. Mfg. Co.

### \$70,000 Worth of Catalogs

The association reported the distribution of 32,500 washing machine parts manuals to the trade, these catalogs being the most complete and comprehensive presentation of washing machine parts for all makes of machines presented by the industry since its inception. One section includes miscellaneous items, illustrated and descriptive of parts number, trade names of manufacturers; another section is devoted to component parts of assemblies of various makes and models of washing machines. The cost to the association and its members was estimated as over \$70,000.

Among other activities reported was the cooperation of product manufacturers in promoting service clinics where wholesale jobbers of washer parts would hold programs in cooperation with product distributors and manufacturers, inviting dealers and service organizations to attend. The association reported good results in interesting product distributors and manufacturers in taking care of in-warranty exchange of washer parts

and many manufacturers now have arrangements with jobbers to provide for this service by dealer and service organizations.

Other matters discussed were whether parts jobbers should have service departments, and it was agreed service of the product itself should be left entirely to the dealer and service organizations, although some of the association members do have wholesale service organizations whereby dealers are properly informed and instructed as to servicing of the products. The advantage of the wholesale jobber in carrying an inventory of parts for all makes of washing machines, making these available to dealers and service organizations with a minimum of expense, time and effort, had the support of a number of manufacturers.

### Clinic by Barlow & Seelig

Some 50 dealers and service organization members attended the service clinic put on by Barlow & Seelig, Ripon, Wis., at the closing session of the convention on Saturday morning.

To serve the second term, George H. Klinker, Cincinnati, was elected as president, also re-elected was Wesley L. May, Portland, Ore., as 1st vice president, and Wilfrid L. Cloutier, reappointed for the tenth year as secretary-treasurer. Arthur G. Baril, Waterbury, Conn., serves again as second vice president.

Newly elected directors include: Russell D. Jones, Jr., Harrisburg, Pa.; Joseph L. Nagle, St. Louis, Mo.; Lawrence L. Sundberg, Chicago, who will serve with present directors; Leonard A. Coppe, St. Paul, Minn.; Charles E. Fish, Youngstown, Ohio; and W. G. Zuschlag, Philadelphia.

## Prices Cut Five Percent on New Frigidaire Appliances

Reductions apply to nine refrigerator models, seven ranges, the automatic washer, dryer, ironer, 17 water heaters.

**A** FIVE percent reduction in the retail prices of Frigidaire household appliances, including the company's nine new refrigerators, seven new ranges, the automatic clothes washer, dryer, ironer, and 17 water heaters, was announced early in May by P. M. Bratten, general sales manager of the division of General Motors Corp.

The company recently completed introduction of its new line to 30,000 dealers and salesmen in a series of meetings across the nation.

Mr. Bratten stressed the fact that including the five percent reduction, the price of new refrigerators, including some models announced last October, are now from 11 to 21 percent less than former prices of superseded models. He further explained that the additional reduction was due to design changes and increased productive capacity.



P. M. BRATTEN: More models, lower prices

### Refrigerators Have Wide Range

Top of the refrigerator line, the Cold-Wall Imperial, a two-door combination refrigerator and home freezer, is priced at \$398.75. Three models make up the Deluxe series, priced from \$265.75 to \$327.50, and ranging in size from seven through nine to 11 cubic feet. The Master series includes a six cubic foot box at \$185, a seven footer at \$218.25, a nine footer at \$256.25, and an 11 footer at \$284.75. A new 14-cubic-foot refrigerator is available by combining two seven-foot models into a single unit.

The seven new ranges introduced range in price from \$142.25 for a 21-inch model for a small kitchen to \$322.75 for a 40-inch double-oven model.

One of the newest of the company's appliances is a portable dehumidifier which uses a refrigeration principle to remove moisture from the air and retails at \$149.75.

### New Commercial Appliances

New additions to the commercial refrigeration and air conditioning line include two window-type air conditioners for home and offices. The larger of the two, which circulates cool, cleaned air at the rate of 325 cubic-feet-per-minute, is equipped with two rotary Mester-Miser refrigerating units. The smaller unit contains a single rotary refrigerating unit and will move air at the rate of 185 cubic-feet-per-minute. A remote type floor room conditioner has been included in the line for use in homes, offices, hotels, apartments and clinics.

There are three and five-ton capacity, self-contained, packaged air conditioners for offices, stores, restaurants and other business establishments. In addition there are nine models of central system air-conditioning equipment with refrigerating capacities ranging from five to 40 tons.

New low-temperature refrigerating cabinets include an 18-cubic-foot farm

freezer; a line of bulk ice makers with capacities ranging from 150 to 2,000 pounds; a series of seven self-contained milk coolers, and 12 new water coolers.

## Ilg Announces Year's Advertising Program

New dealer displays and selling helps plus advertisements in *Life*, *Better Homes and Gardens*, *Time*, and *Electricity on the Farm* will help the Ilg Electric Ventilating Co. sell its products during 1948, the company announced recently through J. M. Frank, president.

### Factory-Packed Deal

Each dealer display is a part of a factory-packed deal which includes two fans and complete assortment of selling helps. One display features the Ilg portable ventilator while the other promotes the built-in ventilator. One color ad in *Life* features the new displays; four other ads stress home ventilation. Bi-monthly ads featuring ventilators, night cooling fans and Ilgerators are planned for *Better Homes and Gardens*.

## Silex Coffee Maker Prices Cut Back to 1946 Level

C. H. Newman, vice-president of the Silex Co., recently announced a roll-back in prices of coffee makers to the December, 1946, level. He said that the price cut marked the first downward revision in prices of Silex products since before the war. Dealers and distributors stocks were protected in the move, he said, since all stocks on hand are now current models.

The company will protect distributors and dealers by enforcing Fair Trade Laws wherever applicable.

**REFRIGERATORS**

	Space
Admiral Corp.	526-27
Crosley Corp.	535-36-A
Frigidaire	508-09-A
General Electric Co.	538-39-A
Gibson Refrig. Corp.	537-38-B
Hotpoint, Inc.	533-34-B
Kelvinator	514-15-A
Leonard	514-15-A
Norge	521-22
Philco Corp.	521-22
Pressed Steel Car Co.	447-8-9
Sanitary Refrigerator Co.	528
Westinghouse Electric Corp.	501

**FREEZERS**

Admiral Corp.	526-27
Ben Har Mfg. Co.	528
Crosley Corp.	535-36-A
Frigidaire	508-09-A
General Electric Co.	538-39-A
Gibson Refrig. Corp.	537-38-B
Kelvinator	514-15-A
Leonard	514-15-A
Major Home Appliance Co.	536-B
Norge	521-22
Philco Corp.	521-22
Sanitary Refrigerator Co.	528
Schaefer, Inc.	17/K
Westinghouse Electric Corp.	501

**REFRIGERATORS (Ice)**

Brunswick	845
Ice Cooling Appliance Co.	870
King Refrigerator Co.	17/127
Maine Mfg. Company	17/37-38
Modern Refrigerator Co.	17/100-01
Sanitary Refrigerator Co.	528

**DISHWASHERS**

General Electric Co.	538-39-A
Lake State Products, Inc.	17/90
Westinghouse Electric Corp.	501

**DISPOSALS**

General Electric Co.	537-38-A
Hotpoint, Inc.	533-34-B
Westinghouse Electric Corp.	501

**DRYERS**

Bendix Home Appliances, Inc.	503
Blackstone Corp.	544-A
Conlog Corp.	504
Frigidaire	508-09-A
General Electric Co.	538-39-A
Hamilton Mfg. Co.	17/88-89
Hotpoint, Inc.	533-34-B
Nineteen Hundred Corp.	508-B
Westinghouse Electric Corp.	501

**LAUNDRY CABINETS & TUB UNITS**

Noblitt-Sparks Industries, Inc.	441
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**ELECTRIC BLANKETS AND QUILTS**

General Electric Co.	538-39-A
Westinghouse Electric Corp.	501

**SMALL APPLIANCES**

Coleman Co.	525
Dormeyer Co.	2953
Duboff & Co.	17/84-85
General Electric Co.	538-39-A
Lowergan, Vincent J.	2953
Lynbrook Co., The	17/122-23
Matmatic Mfg. Co.	17/85
Noblitt-Sparks Industries, Inc.	441
Prentiss Wabers Prod. Co.	549-A
Plastray Corp.	17/49
Toastwell Mfg. Co.	2953
Westinghouse Electric Corp.	501

**World's Largest Home Appliance Showing**

**JULY 5-17, 1948**

Here — with everything else for the home, you'll find the largest concentration of appliances and housewares. Write now for your admittance pass . . . on your own letterhead . . . address it to 666 Lake Shore Drive, Chicago 11, Illinois.



**WASHING MACHINES**

	Space
Altorfer Bros. Co.	541-42
Appliance Mfg. Co.	501-A
Automatic Washer Co.	507-B
Barlow & Seelig Mfg. Co.	530
Bartoa Corp.	549-A
Bendix Home Appliances, Inc.	503
Blackstone Corp.	544-A
Canlon Corp.	504
Crosley Corp.	535-36-A
Frigidaire	508-09-A
General Electric Co.	538-39-A
Horton Mfg. Co.	511-A
Hotpoint, Inc.	533-34-B
P. L. Jacobs Co.	17/75-76
Morton Appliance Co.	631
Nineteen Hundred Corp.	508-B
Norge	521-22
Jim C. Porter Co., Inc.	17/87
Westinghouse Electric Corp.	501
Young Corp.	17/118-19

**HEATERS AND CIRCULATORS**

A. & J. Mfg. Co.	548
Allen Mfg. Co.	510-B
American Stove Co.	518
Athens Stove Works	624
Auto Stove Works	546-A
Caloric Stove Corp.	519
F. C. Castelli Co.	17/39-40
Coleman Co.	525
Comstock-Castle Stove Co.	546-B
Cribben & Sexton Co.	537-A
Crosley Corp.	535-36-A
Crown Stove Works	531
Detroit Vapor Stove Co.	521
Dixie Foundry Co.	524
Dortch Stove Co.	512-B
Eagle Foundry Co.	523
Estate-Heatrola	547-A
Grand Home Appliance Co.	17/J-31
Gray & Dudley Co.	515-B
Hardwick Stove Co.	530
Knox Stove Works	513-B
A. J. Lindemann & Hoverson Co.	17/42-43
Modern Refrigerator Co.	17/100-01
Moore Corp.	504
Norge	521-22
Oakland Foundry Co.	546-C
Paragon Utilities	1044
Odia Stove Mfg. Co.	1438
Premier Stove Co.	513-B
Robertson & Mander Corp.	546-D
Roper Corp., Geo. D.	529
Siegler Enamel & Range Co.	17/91
Sonray Stove Co.	17/52-53
Tappan Stove Co.	539-B
Tennessee Stove Works	825
United Stove Co.	549-B
Wittie Mfg. Co., Inc.	17/106-07

**RANGES (Electric)**

	Space
Admiral Corp.	526-27
Crosley Corp.	535-36-A
Estate-Heatrola	523
Frigidaire	508-09-A
General Electric Co.	538-39-A
Gibson Refrig. Corp.	537-38-B
Hotpoint, Inc.	533-34-B
Kelvinator	514-15-A
Leonard	514-15-A
A. J. Lindemann & Hoverson Co.	17/42-43
Norge	521-22
Pressed Steel Car Co.	447-8-9
Roberts & Mander Corp.	546-D
Westinghouse Electric Corp.	501

**RANGES AND STOVES**

Agricola Furnace Co.	548
Allen Mfg. Co.	510-B
American Stove Co.	518
Athens Stove Works	624
Auto Stove Works	546-A
Caloric Stove Corp.	519
F. C. Castelli Co.	17/39-40
Coleman Co.	525
Comstock-Castle Stove Co.	546-B
Cribben & Sexton Co.	537-A
Crosley Corp.	535-36-A
Crown Stove Works	531
Detroit Vapor Stove Co.	521
Dixie Foundry Co.	524
Dortch Stove Co.	512-B
Eagle Foundry Co.	523
Estate-Heatrola	547-A
Grand Home Appliance Co.	17/J-31
Gray & Dudley Co.	515-B
Hardwick Stove Co.	530
Knox Stove Works	513-B
A. J. Lindemann & Hoverson Co.	17/42-43
Modern Refrigerator Co.	17/100-01
Moore Corp.	504
Norge	521-22
Oakland Foundry Co.	546-C
Paragon Utilities	1044
Odia Stove Mfg. Co.	1438
Premier Stove Co.	513-B
Robertson & Mander Corp.	546-D
Roper Corp., Geo. D.	529
Siegler Enamel & Range Co.	17/91
Sonray Stove Co.	17/52-53
Tappan Stove Co.	539-B
Tennessee Stove Works	825
United Stove Co.	549-B
Wittie Mfg. Co.	520

**RADIO AND PHONOGRAPH SETS**

	Space
Admiral Corp.	526-27
Bendix Radio Division	545-D
Crosley Corp.	535-36-A
Farnsworth Radio & Tele. Co.	535-B
Garrod Electronics	17/56-A
General Electric Co.	538-39-A
Geor, Inc.	547-B
Motorola	17/2
Noblitt-Sparks Industries	441
Philco Corp.	128
RCA Victor Distr. Co.	232-38 & 17/44-48
Radio & Television Corp. (Brunswick)	17-U
Sentinel Radio Corp.	17/L
Sparks-Withington Co.	509-B
Stewart-Warner Corp.	17/55-56-57
Westinghouse Electric Corp.	501
Zenith Radio Corp.	544-B

**VACUUM CLEANERS**

Clements Mfg. Co.	17/106-107
General Electric Co.	538-39-A
Health-Mar, Inc.	17/68
Hoverson Co.	510-A
Lewis Corp.	17/58-59
McAllister-Ross Corp.	507-B
Westinghouse Electric Corp.	501

**FANS AND AIR CIRCULATORS**

Fresh'nd Aire	17/106-A
General Electric Co.	538-39-A
International Oil Burner Co.	512-A
LeJohn Mfg. Co.	17/34
E. N. Mimms Co.	17/86
Norge	521-22
Philco Corp.	128
O. A. Sutton Corp.	17/66-67
Westinghouse Electric Corp.	501

**KITCHEN CABINETS & SINK UNITS**

Crosley Corp.	535-36-A
Frigidaire	508-09-A
General Electric Co.	538-39-A
Kelvinator	514-15-A
Kemper Furniture Corp.	17/108-09
Midwest Mfg. Co.	910
Morton Appliance Co.	630-31
Palley Mfg. Co.	17/85
Paragon Utilities Corp.	1044
Pressed Steel Car Co.	447-8-9
Roberts & Mander Corp.	546-D
G. I. Sellers & Sons Co.	1536
Tracy Mfg. Co.	930

**WATER HEATERS**

Allen Mfg. Co.	510-B
Clark Water Heater Co.	511-B
Coleman Co.	525
Duo-Therm Div.	517
Evans Products Co.	540-B
Frigidaire	508-09-A
General Electric Co.	538-39-A
M. M. Hedges Mfg. Co.	17/80
Hotpoint, Inc.	533-34-B
Kelvinator	514-15-A
Leonard	514-15-A
A. J. Lindemann & Hoverson Co.	17/42-43
Loneragan Mfg. Co.	514-B
Norge	521-22
Quaker Mfg. Co.	516-B
Westinghouse Electric Corp.	501

**IRONERS**

Altorfer Bros. Co.	541-42
Armstrong Products Corp.	17/63
Automatic Washer Co.	507-B
Barlow & Seelig Mfg. Co.	530
Bendix Home Appliances, Inc.	503
Blackstone Corp.	544-A
Canlon Corp.	504
Crosley Corp.	535-36-A
Empire Appliance Co.	17/126
Frigidaire	508-09-A
General Electric Co.	537-38-A
Horton Mfg. Co.	511-A
Hotpoint, Inc.	533-34-B
Incorite Ironer Co.	511-B
Morton Appliance Co.	631
Nineteen Hundred Corp.	508-B
Simplex Div. Barlow & Seelig Mfg. Co.	17/102-3
Sparks-Withington Co.	509-B
Westinghouse Electric Corp.	501

**THE WORLD'S HOME FURNISHINGS CENTER**



## Scheduled Meetings

### ASSOCIATED POT & KETTLE CLUBS

Annual Meeting  
Harrison Hot Springs, British Columbia  
June 21-23

### CHICAGO SUMMER MARKETS

Merchandise and Furniture Marts,  
Chicago, Ill.  
July 5-17

### FLUORESCENT LTNG. ASSN., STORE MODERNIZATION SHOWS

Grand Central Palace, N. Y., N. Y.  
July 6-10

### NATL. ELECTRICAL RETAILERS ASSN.

Mid-Year Leadership Conference  
Sheraton Hotel, Chicago, Ill.  
July 11-13

### AMERICAN WASHER & IRONER MFRS. ASSN.

Summer Meeting  
Grand Hotel, Mackinac Island, Mich.  
July 15-17

### WESTERN SUMMER MARKET

Western Merchandise Mart, San Fran-  
cisco, Calif.  
August 2-7

### 1ST ANNUAL ALL-ELECTRICAL EXPOSITION

So. Calif. Radio & Elect. Appliance  
Assn.  
Pan Pacific Auditorium, Los Angeles,  
Calif.  
August 20-29

### MIDWEST ELECTRICAL EXPOSITION

Nebraska-Iowa Electrical Council  
Ak-Sar-Ben Coliseum, Omaha, Neb.  
September 14-19

### ELECTRICAL HOME APPLIANCE & TELEVISION SHOW

Electrical Appliance Dealers of Dela-  
ware, Inc.  
Hotel DuPont, Wilmington, Del.  
September 16-18

### NATL. TELEVISION & ELEC- TRICAL LIVING SHOW

Electric Assn. of Chicago  
Chicago Coliseum  
September 18-26

### NATL. LIGHTING CONFERENCE

Illuminating Engineering Society  
Hotel Statler, Boston, Mass.  
September 20-24

### 4TH ANNUAL PACIFIC ELECTRONIC EXHIBITION

West Coast Electronic Mfg. Assn.  
Biltmore Hotel, Los Angeles, Calif.  
Sept. 30-Oct. 2

### NATL. FARM ELECTRIFICATION CONFERENCE

Congress Hotel, Chicago, Ill.  
November 17-19

### National Television Show Sept. 18-26 in Chicago

A National Television and Elec-  
trical Living Show, Sept. 18-26, at  
the Chicago Coliseum is being spon-  
sored by the Electric Association of  
Chicago. There will be many entertain-  
ment and special features which  
will have an unusual appeal to visitors  
at the show, in addition to an industry-  
wide exhibit of television, radio and  
other appliances for Electrical Living,  
according to the announcement.

## Trade-Ins Are Their Problem



**MANUFACTURERS**, dealers and other interested persons who attended the recent National Electrical Retailers Assn. conference on trade-ins held at the Merchandise Mart, Chicago, were (rear) William Nagel, H. M. Conlin, Ralph L. Hubbel, Fred Rost, Dan C. Bowell, T. J. Fineman, Gunnar Smidt, N. M. Callahan, H. J. Gerrity. Center row, left to right: J. A. Zulwin, James Dart, R. A. Demmer, C. W. Cutshall, L. I. Sweetland, R. L. Hendrickson, T. R. Buttrick, Wm. H. Spellman, George Beise, L. K. Baxter, R. W. Pearson. Seated: J. H. Mansure, M. E. Brunderman, K. J. Stucky, C. C. Simpson, F. E. Morrison, E. O. Kuehn, Frank Rogers.

## Manufacturers Meet Dealers in NERA Trade-In Discussion

### Dealers ask warranty transfer; disapprove fixed trade-in price

Thirteen manufacturers' men sat in Chicago's Merchandise Mart May 6 and discussed the problems in the handling of trade-ins with members of the National Electrical Retailers Assn., presided over by F. E. Morrison of Rockford, Ill.

The difficulty in obtaining parts was the first ball tossed from the dealer point of view that there is too long a wait for parts delivery. A six weeks' to six months' delay ties up capital on the trade-in waiting to be re-sold. This should not be, answered G. F. Gerrity of the Easy Washing Machine Corp., as nearly everything is available now except old castings, and periodic bulletins are being sent out on the subject. The discussion brought out that some dealers base their orders on previous experience. Others over-order on hard-to-get items, making it tough for the rest. L. K. Baxter, Westinghouse, said that manufacturers depend on suppliers for many parts, and it has been a job to get them to tool up. Today the supplier is more interested in the manufacturer's good will and the situation is easing off. W. H. Spellman of Maytag spoke of the value of having field men check up on the parts situation in different areas. Lists of fast moving parts are a good guide to dealers.

#### Some Suggestions

Declared Paul Kees of Madison, Wis., when a dealer can see something going bad on new appliances, it is a smart idea to stock up parts just in case.

Nash-Kelvinator, Chicago, said Telson J. Fineman, has a very fine institution in two experts who can give any information wanted on parts for any model of Kelvinator made.

The job of getting a part for a washer on which the dealer is not franchised came up, and G. F. Gerrity declared it was policy to expect a distributor or parts jobber to supply

the missing parts even if the dealer is not franchised. The idea is to keep the machine operating. In regard to cooperation between dealers, Paul Kees said it was his policy to sell parts only to standardized dealers who know what they are doing. R. A. Demmer of Nash-Kelvinator said his organization's policy was to sell to anybody because they wanted the machines to keep operating. Sealed units, however, were sold only to members of the Nash-Kelvinator organization. H. R. Linebaugh of Crosley stated his firm had 50 factory service stations but only sold parts to franchised dealers.

#### City Ordinance Nuisance

It was the unanimous opinion of the group that city ordinances governing the sale of used appliances could very readily become nuisances. In Washington, D. C., a dealer must be fingerprinted. In Detroit dealers are required to pay a license fee and keep records. In Cleveland an ordinance controls the sale of appliances and regulates the advertising. Chicago has a \$5.50 license fee on the book which few dealers know about.

Inflated list prices to provide for larger trade-in allowances did not meet group approval. Where price cuts take place on a nationally advertised article, it was suggested that instead of a cut in price, there be an increased margin to the dealer so he can offer a better trade-in. On the other hand, it was stated that it upsets the customer to be able to get something on one item and nothing on another. Dan C. Bowell of Frigidaire related how Frigidaire made a study of trade-ins during the pre-war era. The allowance made by dealers was high in the South. This was due to horse trading, as the customer always wanted a high allowance. This the dealer gave but added in the freight, the carrying charge and other items which got his price back. In the South it was made

a standard practice by most dealers.

One of the difficulties of working with national prices, as related by N. M. Callahan of International Harvester Co., was the fact that circumstances might alter the nationally advertised prices. Increased freight rate hikes forced International to go back on an f.o.b. factory basis. This meant a difference of prices in different areas. Dan C. Bowell declared that Frigidaire zoned prices. Frank Rogers of Toledo declared that nationally advertised magazine prices causes troubles. Where a dealer has to get \$50 over the nationally advertised price on account of freight and other differentials, he runs into difficulties with his customers.

#### Trade-In Must Stand on Own Feet

Opinion seemed to be that the trade-in will have to stand on its own feet. The basic problem seems to come from offering a set amount for a trade-in. Give the customer an idea that she can get \$25 on any washer, and she feels that she is a chump if she doesn't get it. The descriptive tag was liked by most of those present because in many cases the customer has to wait for a salesman, and the tag gives her a chance to get the information she wants. It was felt that the tag should be in terms that the customer can understand. For example, it was better to say that an oven is large enough to hold a 20-lb. turkey than to merely state dimensions. It was felt also that the public believes something it reads much more than it believes what it hears, and that a tag would back up the salesman. H. R. Linebaugh expressed the opinion that it is better to sell a radio on performance than to merely state the number of tubes in the set. His vote went for sales training, although he felt the tag was O.K. for quick decision merchandise.

Standard warranties should be transferable from original purchaser to used buyer within the warranty period, the dealer committee said. They cited the fact that some well known companies have already seen fit to make such provisions and urged other manufacturers to follow the good example.

Manufacturers were strong in their declaration that dealers are lax in returning warranty cards to factories. They said that the delay complicates the status of all warranty rights. The dealer committee members readily admitted that this matter is one which requires much dealer education and promised national action through the dealer organization.

#### Among Those Present

Present from the manufacturers were H. R. Linebaugh, regional manager for Crosley Div., Avco Mfg. Corp.; G. F. Gerrity, divisional sales manager, Easy Washing Machine Corp.; Wm. Nagel, Chicago representative, Electromaster, Inc.; Dan C. Bowell, replacement sales, Frigidaire; Ralph L. Hubbell, Midwest representative, P. A. Geier Co.; Joseph Hoover, sales executive offices, Hoover Co.; N. M. Callahan, asst. mgr., refrigeration sales, International Harvester Co.; T. R. Buttrick, assistant sales mgr.; F. L. Jacobs Co.; H. M. Conlin, sales manager, Midwest Div., Landers, Frary & Clark; R. A. Demmer, manager, marketing and organization dept., Nash-Kelvinator Corp.; L. K. Baxter, service mgr., Westinghouse; Wm. H. Spellman, Maytag, and Lloyd I. Sweetland, mgr., home laundry dept., Hotpoint.

# Farmers Will Buy \$5 Billion in Electrical Products by '54

**Saylor Tells Mo. Valley Conference  
1,725,000 farms will be electrified  
in period; income will stay high**

THE American farm market will purchase more than \$5 billion worth of electrical appliances and equipment during the next five years, W. E. Saylor, manager of the rural market and utility division of Nash-Kelvinator Corp., predicted in a recent speech to the Missouri Valley Electric Assn. Sales Conference.

Mr. Saylor pointed out that farmers have been enjoying the greatest boom in history and outlined several factors which indicate that their buying power, now at an all-time high, will remain powerful. Farm cash income in 1947 was, for example, \$30,200,000,000 as compared with \$9,000,000,000 in 1940; farm cash and savings deposits at the beginning of 1948 were \$22,000,000,000 in comparison with \$4,149,000,000 in 1940.

#### Farms on a Firm Footing

Farm production has undergone a tremendous improvement in efficiency, Mr. Saylor declared; farm prices have not only risen, but they are government supported at 90 percent of parity; the farmer has not gone out on a limb in land speculation as he did following World War I; backlogs of demand for food are greater than after that other war; banking and financial controls help to maintain stability; interest rates are less than after World War I. All of these factors, he averred, tend to support the thesis that the farmer will be a big buyer in the years to come.

Of the between \$5,000,000,000 and \$7,000,000,000 estimated by the Edison Electric Institute to be spent in the next five years for generating equipment and transmission lines generally, at least \$1,000,000,000 will go toward rural electrification, Mr. Saylor said, thus increasing the present 3,500,000 wired farms to 5,225,000. Another \$1,242,000,000 will be expended to firm up old lines and build new ones to the farmer's door, making a total of

\$2,242,000,000 which will be spent to bring electricity to the boundaries of the additional 1,725,000 farms which are expected to be electrified in that five year period.

Expenditures by farmers through 1954 to utilize this electrical service "will total in excess of \$5,000,000,000," Mr. Saylor predicted.

#### "Pure Guesses" of Gold

In showing the figures for specific appliances (below), he cautioned that they were "pure guesses based on present saturation figures, mathematically extended. . . . These items are merely a few taken from a larger list of some 500 possible applications of electricity in the farm home and on the farm. . . ."

"The estimate of \$5,000,000,000 worth of merchandise, plus the \$2,242,000,000 we figure for building of lines brings the total farm market for electrical merchandise to approximately \$7,000,000,000 through 1954. In addition to that there is the actual cost of current to the farmer during that period. . . . The total return figures to \$214,256,250 per year, or a minimum of a billion dollars over the five-year period. However, both the number of wired farms and the annual usage figure will unquestionably increase tremendously during that time, and at a very minimum, the return to utility companies should be at least a third larger than this on the average."

#### Prosperity Will Continue

In concluding, Mr. Saylor said, "Without the current financial picture which the American farmer presents, such investment would be practically impossible on the scale planned. It seems amply clear, in the light of figures we have seen, however, that prosperity should continue in rural America on a scale ample enough to more than justify such expenditures."

In Use Today 1948 On 3,500,000 Farms	No In Use	% of Saturation	Expected To Be In Use In 1954	% of Saturation	Units To Be Sold In This Period 1948-1954
Lights, home		100%		100%	
Water Systems	525,000	15%	4,441,000	85%	3,916,000
Farm Wiring	1,750,000	50%	4,702,500	90%	3,527,500
Feed Grinders	140,000	4%	2,351,250	45%	2,219,250
Refrigeration	1,575,000	45%	3,918,500	75%	2,343,500
Home Freezers	192,500	7 1/2%	2,090,000	40%	1,897,500
Chicken Brooders	350,000	10%	1,567,500	30%	1,217,500
Milk Machines	175,000	5%	1,045,000	20%	870,000
Washers	1,750,000	50%	4,180,000	80%	3,005,000
Milk Coolers	385,000	11%	1,306,250	25%	921,250
Irons	2,975,000	85%	4,963,750	95%	1,978,750
Cream Separators	525,000	15%	1,045,000	20%	520,000
Radio	2,800,000	80%	4,702,500	90%	1,902,500
Power Saws	35,000	1%	783,750	15%	658,750
Vacuum Cleaners	750,000	20%	2,090,000	40%	1,340,000
Ranges	350,000	10%	1,567,500	30%	1,217,500
Water Heaters	350,000	10%	1,828,750	35%	1,478,750
Small Home Appliances					\$1,000,000,000
Electric Motors	15,000	1/2%	2,612,500	50%	2,437,500
Corn Shellers	140,000	4%	793,750	15%	653,750
Hay Driers	8,700	1/4%	156,750	3%	148,050

## Window Cleaner



**SIXTY PROSPECTS** resulted from 2 1/2 hours of this window demonstration staged during the spring opening of Korten's Appliance Store in Longview, Wash. Of the 60 prospects, 18 bought Lewyt cleaners. Demonstrations lasted 20 minutes, were preceded by an accordion player.

## Hotpoint Summer Training Stresses Product Know-how

**New campaign will reach 700 distributor and 25,000 retail salesmen**

**A** "PRODUCT KNOWLEDGE" training program which will be carried this summer to 700 distributor salesmen and more than 25 thousand retail salesmen was launched last week by Hotpoint, Inc., at a series of meetings attended by 40 company headquarters and field executives.

The three-day sessions, held at Liggett's Inn, Burlington, Wis., included product presentations and demonstrations by all division managers following statements of policy and procedures by top officials, including James J. Nance, president, and Leonard C. Truesdell, vice-president of marketing. This program is the first held by the company for its entire field organization since the completion of Hotpoint's \$20 million expansion.

The itinerary for the week included tours of the company's nearly complete \$10 million Chicago range plant, and new dishwasher and water heater facilities at Milwaukee.

#### The Two Factors

In setting the pattern for the meeting, Mr. Truesdell said that the selling job ahead involves two basic factors: managed marketing and managed merchandising. These two terms will become synonymous with the dealers in the appliance business, he said, adding that the manufacturer who builds and develops the strongest, soundest and most efficient manufacturer-distributor-dealer chain will dominate the industry.

Today's thinking must be in terms of a normal market with a well-trained distributor and dealer organization, operating on a soundly-planned managed marketing structure supported by a full merchandising program, said Mr. Truesdell.

Mr. Truesdell's four-point marketing program, built upon "analysis,

organization, merchandising and supervision", was expanded in presentations by Howard J. Scaife, manager of market development; Hollis C. Doss, sales planning manager; Ralph C. Cameron, manager of the dishwasher-Disposal department; Edward R. Taylor, manager of merchandising, and John L. Hughes, advertising manager.

In the wholesaler's terms thorough analysis should include a complete case history of all dealers in a specific territory, covering sales volume, type of outlet, location, advertising and promotion expenditures, attention to proper training, and use of direct mail and other aids, Scaife said.

#### Comprehensive, But Condensed

Outlining a program which will include a national sales training organization contest for distributors under which prizes will be awarded on a basis of accomplishment in organizing dealer salesmen meetings, Mr. Doss characterized it as "the most comprehensive and condensed training program in Hotpoint's history".

Stanley E. Wolkenheim, manager of sink and cabinet sales, presented the program for water heater sales training. He showed a "flip-chart" with the product story on one side, charts and product figures on the other.

The market outlook for home laundry appliances with a program for training meetings was outlined by Lloyd I. Sweetland, manager, home laundry sales. Training presentations for distributors' organizations on refrigerators-freezers were given by John McDaniel, manager, refrigeration sales; dishwasher-Disposal training by Ralph C. Cameron, manager, dishwasher-Disposal sales; and range sales training by Charles H. Smith, manager of sales training.



Pliofilm bag-lined cartons for fruits, vegetables and general use

Pliofilm bags for all types of poultry



Combination paper and Pliofilm lined bag for general freezing use



Handy Pliofilm household roll for all types of packaging

# Boost Sales

## with this Home-Freezer Packaging

Because it's Liquid-Tight!

**H**ERE'S freezer packaging that meets every need, that gives frozen food superior quality protection.

**FF Pliofilm** is nationally known as one transparent wrapping that is truly liquid-tight for the life of the package.

That makes it ideal flavor and quality insurance for practically the entire range of frozen foods—fruit juices, meats, game, apple sauce—any product whose goodness depends on protection against dehydration, freezer burn or oxidation.

Moreover, **FF Pliofilm** gives your customers complete security against leakage from accidental defrostings.

Bags, cartons lined with **FF Pliofilm** and household rolls are available from your supplier in various sizes. It is also sold in 9-inch diameter rolls of three standard widths—15, 18 and 24 inches. Write now for full information on this durable liquid-tight wrap that has proved a big success with operators and customers alike. Address: Goodyear, Pliofilm Dept., Akron 16, Ohio.

# Everything is better in Pliofilm

3-way protection against air, moisture, liquids



# GOOD YEAR

THE GREATEST NAME IN RUBBER

Pliofilm—T. M. The Goodyear Tire & Rubber Company

**Bendix Home Appliances, Inc.**

Several important changes in the personnel structure at Bendix Home Appliances, Inc., were recently announced by Judson S. Sayre, president.

Mr. Sayre revealed the resignation of W. F. Linville as general sales



W. F. LINVILLE

manager, but did not disclose Mr. Linville's future plans.

Grant Layng, former head of the builder and Telecoin departments of



GRANT LAYNG

the company, has taken over as eastern sales manager with headquarters in New York where he will also keep his contacts and handle the Telecoin business.

M. R. Rodger, head of the utility sales department, has been named



M. R. RODGER

Middle West sales manager covering four districts.

W. A. Becker, former Middle West sales manager, has been appointed manager of Bendix's new Pittsburgh branch.

E. J. Kanker retains his title as department store sales manager but adds the duties of Chicago branch manager, replacing A. L. McCarthy, who recently resigned to become executive vice-president of the Eureka Division of Eureka-Williams Corp.

**NEW POSITIONS**

**General Electric Co.**

Changes in the titles and responsibilities of ten men have been announced by the Appliance & Merchandise Dept. of General Electric, "in a move to attain greater operating efficiency and flexibility through better coordination of certain functions."

A. M. Sweeney, formerly manager of appliance sales, has been assigned



A. M. SWEENEY



C. W. THELEEN

the post of general sales manager, while Charles W. Theleen, assistant manager of appliance sales, has become manager of sales.

George B. Park, who was previously public relations manager, has succeeded Arthur L. Scaife as advertising manager. Mr. Scaife has been named manager of merchandising.

Albert J. Brock, formerly assistant manager of construction materials sales has been appointed manager of sales services of the department. In

this position he will be responsible for the operations of the G-E Consumers Institute and Home Bureau and of the retail development and sales service sections.

Dorcey F. Hines, former sales specialist, has been named manager of special accounts, in which capacity he will have charge of farm sales and department store sales.

George E. Mullin, Jr., and George D. Kobick have been named home freezer sales manager and manager of apartment house sales, respectively, for the household refrigerator division. Mr. Mullin was formerly manager of farm sales for the appliance and construction materials sales service division. Mr. Kobick will continue to coordinate apartment house sales for all interested appliance divisions.

Personnel in the management and production end of the department include the shift of Carl M. Lyng, formerly manager of manufacturing, to manager of employee and community relations for both the Appliance & Merchandise Dept. and the new Construction Materials Dept. J. W. McNairy, former manager of the engineering and planning division, is now manager of engineering and manufacturing for the Appliance & Merchandise Dept.

**Electronics Dept. Changes**

The appointment of D. E. Weston as assistant sales manager, standard line receivers, in the company's receiver division at Electronics park, has been announced by W. M. Skillman, sales manager. Mr. Weston joined G-E in 1937, later becoming advertising and sales promotion manager of G-E Supply Corp., then radio sales manager for the distributorship.

Colin L. Smith has been named assistant to the manager of sales for the receiver division, according to Paul L. Chamberlain, manager of sales.

Mr. Smith was a partner in a distributorship for aircraft hardware parts during the war. Prior to joining G-E a few months ago he was engaged in special work as a business analyst.

N. F. Shofstall has been placed in charge of all engineering for the receiver division with the new title of division engineer, according to an announcement by I. J. Kaar, manager of the division. He succeeds C. G. Fick, now at the company's research laboratory at Schenectady.

**G-E Appliance Dept. Men in New Posts**



ARTHUR L. SCAIFE



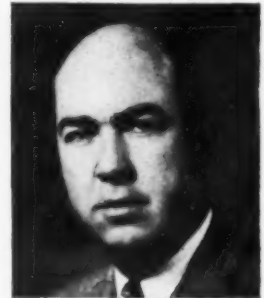
ALBERT J. BROCK



GEORGE B. PARK

**Sylvania Electric Products, Inc.**

J. C. Farley has been appointed general manager of the radio division of Sylvania Electric Products, Inc., according to H. Ward Zimmer, vice-president in charge of company operations. Mr. Farley was formerly comp-



J. C. FARLEY

troller of the radio division. He became associated with Sylvania and its predecessor companies in 1922.

New assistant manager of the distributor sales department of the radio



JOHN H. HAUSER

division is John H. Hauser. Mr. Hauser was formerly supervisor of distributor sales. He joined the department in 1941. In 1944 he set up and directed the firm's war surplus disposal program.

**Remington Rand, Inc.**

W. E. Chollar, general manager of the electric shaver division of Remington-Rand, Inc., has announced the



RALPH P. FAHEY

promotion of Ralph P. Fahey to general sales manager in charge of both national sales and service. Mr. Fahey has spent 30 years in the shaving industry, the last ten of them with Remington-Rand.



for wedding gift shoppers



for hot-weather cooking convenience



**ARVIN  
LECTRIC  
COOK**

# GRILLS! FRIES! TOASTS! Bakes 4 big waffles at once!

Sell the appliance that unties purse-strings! It's big! It's beautiful! It's efficient! Holds 16 hamburgers, 8 pancakes, 4 full-size toasted sandwiches. Cooking area equal to 3 ten-inch skillets. Converts in seconds to fully automatic waffle baker. Stage a demonstration and watch Arvin Llectric Cook build traffic and profits for you!

**\$ 27.<sup>95</sup>**

**A REAL  
PROFIT MAKER**

How to hike your hot-weather iron sales:

## ARVIN LEND-IRON PLAN

**the woman who tries it, buys it!**

**THE HOTTEST IRON PROMOTION IN YEARS!**



Owners of worn-out old irons are quickly convinced—easily sold—when you persuade them to try an Arvin Lend-Iron at home. It's a proved plan to bring you new customers for everything you sell.

Complete Arvin Lend-Iron Kit includes one Arvin Lend-Iron at a special low price, with special carrying carton; five Arvin Irons at

regular generous discount; free promotional material with counter card, window streamer, 6-color iron display, hand-out folders and newspaper ad mat.

Start this great plan making money for you now. Your Arvin Distributor has Arvin Lend-Iron Kits in stock. Order from him today!



**NATIONALLY ADVERTISED IN LEADING MAGAZINES**

**NOBLITT-SPARKS INDUSTRIES, Inc., Columbus, Indiana**



*We credit our  
record-breaking volume of  
more than \$1,400,000,000 of  
business in 1947 to the fact  
that we offer our customers more  
and better service than ever.*

## **COMMERCIAL CREDIT CORPORATION**

A Subsidiary of Commercial Credit Company, Baltimore

MORE THAN 300 OFFICES IN PRINCIPAL CITIES OF THE UNITED STATES AND CANADA

### Gibson Refrigerator Co.

Three appointments were recently announced by the Gibson Refrigerator Co., Greenville, Mich. J. L. Johnson, general sales manager, has appointed



J. BRUCE CROSKERY

J. Bruce Croskery as market development manager. Mr. Croskery has been with the firm for six years. He started in 1917 with the State Savings Bank of Ionia, Mich., subsequently serving as bank examiner for the State and as vice-president and cashier for two western Michigan banks. Just prior to joining Gibson he was engaged in his own retail business in Belding, Mich.

G. V. Drumm is the new advertising and sales promotion manager. He was



G. V. DRUMM

formerly manager of market development. Prior to joining Gibson he was a public relations man for Michigan's attorney general. He has been connected with advertising for several years in various capacities.



E. J. BYRNE

E. J. Byrne was named assistant manager of advertising and sales promotion. He left the company in 1934 to join the Norge Division of Borg-Warner, returning to Gibson in 1940. Since 1945 he has specialized in the preparation of promotional materials.

## NEW POSITIONS

### Detroit-Michigan Stove Co.

John A. Fry, president of the Detroit-Michigan Stove Co., recently announced the elections of S. K. Harrington and Fred A. Kaiser to the offices of vice-president and Charles E. Lewis to the office of secretary.



S. K. HARRINGTON

Mr. Harrington has been associated with the A-B Stove, Inc., Div. in various capacities, culminating as purchasing agent. Since the merger of A-B with the Detroit-Michigan firm, he has devoted his time to the procurement of materials and the sale of A-B products.

Fred Kaiser started with the Detroit-Michigan Stove Co. as territory salesman. In 1938 he was made general



FRED A. KAISER

sales manager and in 1943 became assistant to the president.

Mr. Lewis has been a member of the company's board of directors for some time.

### Packard-Bell Co.

W. Lowell Wood, director of sales of Packard-Bell Co., Los Angeles, has announced the appointments of William H. Cies as sales manager, Kenneth Johnson as assistant sales manager, and Frank E. Ware as field sales manager.

Prior to joining Packard-Bell a year ago, Mr. Cies was associated with Booz, Allen and Hamilton, management engineers, and with the U. S. Steel Corp. Mr. Ware has been with the firm for the past nine years and has acted as sales manager since 1945.

### Mitchell Mfg. Co.

Armans S. Zucker has been recently appointed advertising and sales promotion manager for the Mitchell Mfg. Co., Chicago, makers of fluorescent lighting equipment, lighting specialties, and room air conditioners. He form-



A. S. ZUCKER

erly was an account executive and partner with the M. L. Isaacson advertising agency. Prior to that he was affiliated with Service Printers, Inc.

### Rheem Mfg. Co.

The appointment of Reese B. Lloyd as manager of plants for Rheem Mfg.



REESE B. LLOYD

Co. was announced recently by W. E. Curran, vice-president and general manager. Mr. Lloyd joined Rheem in 1944 and was made production manager at the 34th St. plant in Chicago. In less than a year he was manager of the plant and in less than two years was managing both of the firm's Chicago plants. Last year he was named manager of western plants.

### Canadian Westinghouse Co., Ltd.

A. P. Craig, former assistant to the president of Canadian Westinghouse Co., Ltd., has been elected a vice-president of the company. Mr. Craig joined Westinghouse in 1928. In his new position he will be responsible for operation of the company's appliance, lamp, tube and lighting division.

### Alcamatic Products Corp.

A. J. Bodenmuller has been named sales manager of Alcamatic Products Corp., a division Eastern Metal Products Co., Arnold Troy, president, dis-



A. J. BODENMULLER

closed recently. Mr. Bodenmuller was previously identified with Westinghouse and with E. A. Wildermuth, Inc.

### Air King Products Co., Inc.

Roland D. Payne, former sales manager of service equipment for General Electric, has been named sales man-



ROLAND D. PAYNE

ager for Air King Products Co., Inc., Brooklyn, according to David H. Cogan, president.

Prior to his tenure with G-E, Mr. Payne was sales manager for Danforth Co. for seven years.



JACK D. MENDELSON

Jack D. Mendelson, who was with Emerson radio for 11 years, has been appointed field sales director for Air King. He will travel the country to work with and act as liaison between factory operations and the men in the field.

# \$3,000<sup>00</sup> IN CASH PRIZES

for "KOOLER-KITCHENS"  
WINDOW DISPLAYS  
featuring...



HERE ARE SOME OF  
LAST YEAR'S WINNERS



**66 PRIZES TOTALING \$3,000!**

**43 Prizes for Hardware and Appliance Stores!  
23 Prizes for Department and General Stores!**

**WHAT'S PRESTO COOKIN' NOW?** It's another of those profit-paying PRESTO COOKER promotions for retailers. It will send your sales volume of PRESTO COOKERS soaring to new record-breaking heights during the months of July and August. Furthermore, IT CAN WIN A CASH PRIZE FOR YOU AMOUNTING UP TO \$250. All you do is feature PRESTO COOKERS in your windows with suitable display material that tells why "PRESTO COOKING MAKES KITCHENS COOLER". This contest is open to all PRESTO COOKER dealers. Every dealer, large, medium, or small, has an equal chance to win!

**HERE'S HOW TO GET YOUR SHARE  
OF CASH PRIZES TOTALING  
\$3,000<sup>00</sup> IN THE BIG Presto COOKER  
"KOOLER-KITCHENS" WINDOW DISPLAY CONTEST**

1. Install one, or more window displays featuring Presto Cookers for "Kooler-Kitchens" during the months of July and August.
2. Take a photograph or snapshot of each window you install. Send in as many entries as you wish.
3. All entries will be classified into two groups: (A) Department and General Stores. (B) Hardware and Appliance Stores.
4. For the best window displays submitted by department stores or general stores, the following prizes will be paid:
 

1st Prize, \$250.00	} Duplicate Prizes in Case of Ties
2nd Prize, \$150.00	
3rd Prize, \$100.00	
20 Prizes of \$50.00 each	
- For the best window displays submitted by hardware or appliance stores, the following prizes will be paid:
 

1st Prize, \$250.00	} Duplicate Prizes in Case of Ties
2nd Prize, \$150.00	
3rd Prize, \$100.00	
40 Prizes of \$25.00 each	

(If the prize money is to be divided among two, or more people in any store, such division

- is to be made by the store's own management as it deems equitable.)
- Originality and prominence of PRESTO COOKERS will be given foremost consideration in awarding prizes.
  - On the back of each photograph or snapshot, state the following: (A) The name of the person who installed the display. (B) The name and address of your store. (C) The length of time that each display was in the window. (D) Also state whether yours is a department, general, hardware, or appliance store.
  - Judges' decision will be final. All photographs will remain the property of National Pressure Cooker Company. All entries must be postmarked before midnight, August 31, 1948, and must be addressed to: "Kooler-Kitchens" Display Contest, National Pressure Cooker Company, Eau Claire, Wisconsin.
  - Prizes will be paid to the individual whose name accompanies the winning entries. Photographs of winning entries with suitable publicity releases regarding winners will be sent to all leading business periodicals with requests for publicity.

**NATIONAL PRESSURE COOKER COMPANY**

General Offices and Factories: **EAU CLAIRE, WIS.**

Branch Factoreries: **Menomonie, Wis. • Los Angeles, Calif. • Wallaceburg, Ont., Canada**

WORLD'S LARGEST MANUFACTURERS OF  
PRESSURE COOKERS AND CANNERS



# ELECTRICAL APPLIANCE

## News

### NEW PRODUCTS



**FRIGIDAIRE Refrigerators**

*Models:* 2 new lines—the Cold-Wall Imperial-10 and 4 Deluxe have been added to Master line announced recently.

*Selling Features:* Cold-Wall Imperial has separate Locker-top freezing compartment with 2 cu. ft. capacity, its own separate door, and an 8 cu. ft. compartment for regular storage. Locker-Top holds 70 lbs. food; ice trays are grouped on individual freezing shelves; an anodized aluminum Multi-Purpose tray for freezing or storing all types food in Locker-Top or for use in regular food compartment. All walls of Locker-Top are refrigerated to insure uniform low freezing temperatures for freezing and storing foods. 8 cu. ft. food compartment provides super-moist food storage; no exposed "freezer" surfaces; air is kept uniformly cold and moist, food covering is eliminated; foods will not dry or lose crispness—surplus moisture in air collects on cold walls and roofs, is carried to bottom of food compartment and automatically removed by Moist-Mind drain to machine compartment; full-width Hydrator holds about  $\frac{3}{4}$  bu. fruit and vegetables; mounted on roller bearings; new Cold-Control switch regulates Loker-Top and storage compartment; 2 interior lights; porcelain interior; Large capacity Meter-Miser.



**DeLuxe Models**

3 DeLuxe models—7, 9 and 11 cu. ft. capacities—have full width Super-Freezer chest across top; storage compartment has coils in back and bottom in addition to cold air from Super-Freezer; Super-Freezer chest holds almost 50 lbs. frozen foods, 4 Quickcube ice trays; a 5 qt. Multi-Purpose tray;

Super-Freezer chest completely separated from food compartment has its own full width door; 1.4 cu. ft. capacity in 9 and 11 models, and 1.3 in the 7 cu. ft. model; lightweight plastic Divider-Tray below Super-Freezer collects moisture, holds cubes or frozen cuts of meat for a day or two; 2 seasonal controls "summer" and "winter" control divider; newly-designed shelves have 2-tone finish; special basket-drawer under center shelf holds eggs and other small packages; full width vegetable hydrator; cold controls mounted conveniently on right side of food compartment.

**Master Models**

Improvements in Master line—6, 7, 9 and 11 cu. ft. capacities include increased space within same exterior dimensions; utility shelves on either side of Super-Freezer chest; glass cover over Hydrator has been thickened and reinforced with stainless steelstrip on front edge.

*Manufacturer:* Frigidaire Div., General Motors Corp., Dayton, 1, Ohio.  
*Electrical Merchandising,* June 15, 1948.



**FOWLER Jiffy Twin**

*Device:* Combination water and air heater.

*Selling Features:* Gives 5 gal. of hot water and at same time provides room heat; adjustable register top of compact unit controls supply of warm air desired, and whether register is open or not water is still kept hot and ready for use; suitable for bathroom, house trailers; tiny cabins, water tank is lined with 2 coats porcelain to combat rust or corrosion; automatic temperature control; 3-way insulation consists of a cellular-fibre blanket, sealed dead-air space and polished aluminum reflector to keep heat in; black heat elements in 750 or 1250 watts, 110 volts; only 28 in. high, x 12 in. wide, 13 in. deep and weighs less than 40 lbs.

*Manufacturer:* Fowler Mfg. Co., 2545 S. E. Gladstone, Portland 2, Ore.  
*Electrical Merchandising,* June 15, 1948.



**EVERHOT Roasterette**

*Model:* No. 930 automatic roasterette.

*Selling Features:* Designed to meet need for cooker between casserole and roaster sizes; automatic thermostat controls temperatures by dialing; 5 qt. aluminum inset pan with new Alumilite finish; steel and aluminum body; Fiberglas insulation; 700 watts, 100-120 volts, a.c.; white, heat-resistant enamel finish with blue-gray and polished aluminum trim; blue-gray plastic knobs and handles; overall dimensions: 12 x 14 x 9 $\frac{1}{2}$  in.

*Manufacturer:* The Swartzbaugh Mfg. Co., Toledo 6, Ohio.

*Electrical Merchandising,* June 15, 1948.



**CALECTROGRID**

*Device:* Griddle with ceramic base.

*Selling Features:* Cast aluminum top; 660 watt element entirely enclosed; thermostatic control adjusts heat for all types of cooking; Rockwool insulation; Ceramic base in yellow, dusty rose and tan on green.

*Manufacturer:* Calectro Products Co., 5469 San Fernando Rd. Los Angeles, California.

*Electrical Merchandising,* June 15, 1948



**FEATHER-WAY Steam Iron**

*Device:* Feather-Way automatic steam iron.

*Selling Features:* Two-way iron—can be used as a steam iron or dry; visible

heat selector gives correct heat for various fabrics; safety-valve opens at 8 to 10 lb. pressure. Calrod element cast into cast aluminum soleplate; 110-120 volts, a.c. only; thermostatically controlled steam vents distribute steam evenly; rust-proof steam reservoir; chrome finished steel shell.

*Manufacturer:* American Thermo Appliance Co., Grafton, Wis.

*Electrical Merchandising,* June 15, 1948.



**FRIGIDAIRE Dehumidifier**

*Device:* Portable dehumidifier.

*Selling Features:* Designed to reduce humidity in basements, libraries, game rooms, storage rooms etc.;  $\frac{1}{2}$  h.p. Meter-Miser with fan that draws moist air over coils, removing moisture and condensing it into drops of water that are deposited in container or drain; 3 ft. high, 1 ft. diam.

*Manufacturer:* Frigidaire Div., General Motors Corp., Dayton, Ohio.

*Electrical Merchandising,* June 15, 1948



**COOLERATOR Refrigerator**

*Model:* "King Size" No. DR-88 refrigerator.

*Selling Features:* Total net storage volume 8.54 cu. ft.; frozen food capacity 1.238 cu. ft. or 43 $\frac{1}{2}$  lbs. and regular food storage 7.3 cu. ft. two crispers hold 24.2 qts.; ice cube capacity—70 cubes; Pneupro fiber insulation; high baked synthetic enamel finish; outside dim. 31 $\frac{1}{2}$  in. wide, 27 $\frac{1}{2}$  in. deep; 61 $\frac{1}{2}$  in. high.

*Manufacturer:* The Coolerator Co., Duluth 1, Minn.

*Electrical Merchandising,* June 15, 1948.

the "NEW LOOK" for the garden

...and NEW PROFITS for you!

FAST SELLING

retails at just \$5.00 less bulb

A NEW LOW COST UNIT ANYONE CAN INSTALL!

Here is a new form of garden lighting that brings glowing nighttime beauty to the garden and new profits to you! Sensationally new FLORALITE lights rose bushes, hedges, evergreens, pathways. Dozens of uses around every home! Simple to install, just plug into any electrical outlet. A single FLORALITE sale is bound to bring additional sales because unit after unit can be added. FLORALITE'S amber color does not attract insects! Height 24", plus 8" push-in-ground base. Complete with approved weather-proof cord.

**NATIONAL ADVERTISING**... Sensational campaign to millions of families is creating a big demand for FLORALITE. Look for these sales-getting ads in—Saturday Evening Post, Better Homes & Gardens, The Home Garden, Flower Grower, Popular Mechanics Magazine, etc.

**FREE! FLORALITE STORE DISPLAYS, COLORFUL FOLDERS, NEWSPAPER MATS!**



Free, electric-lighted store display designed to exhibit an actual FLORALITE unit in operation will be furnished with first orders! Beautiful illustrated 3-color folders are supplied for counter pick-up use or for mailing to your customers! Free newspaper mats in one, two and three columns sizes are supplied for your local newspaper advertising!



MAIL COUPON TODAY!

**STEBER MFG. CO.**

Dept. 86, Maywood, Illinois

Please ship through my jobber as follows:

\_\_\_\_\_ FLORALITE Garden Lighting Units

\_\_\_\_\_ FLORALITE Free Folders

Point-of-Sale Display  Newspaper Mats

Please send more information!

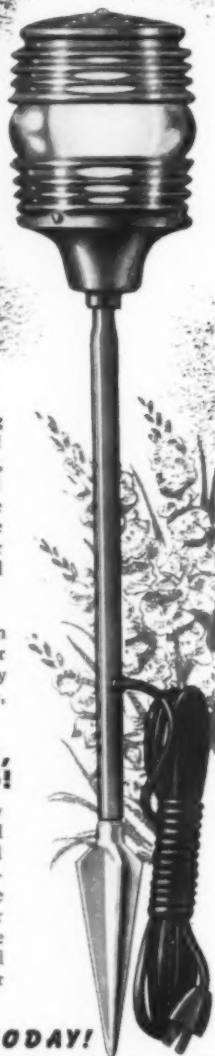
Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_

Jobber's Name \_\_\_\_\_

Sold by electrical wholesalers, hardware jobbers, florists' supply houses.



# ELECTRICAL APPLIANCE

*News*

## NEW PRODUCTS



**APEX Dish-A-Matic**

*Device:* Automatic dishwasher with built-in thermostatically controlled hot water heater.

*Selling Features:* Washes, rinses, dries dishes; shuts off automatically; porcelain tub, rust-resistant racks; white porcelain lid and top frame; white enamel front and side panels; 2-gal. water tank supplies 170 to 180 deg. water; 1250-watt immersion heater unit; 1/2 h.p. motor; safety overload switch; 110 volt, 60 cycle, a.c.; 24 in. wide and deep; 36 in. high.

*Manufacturer:* Lake State Products Co., Inc., Div. of Apex Rotarex Corp., Jackson, Mich.

*Electrical Merchandising, June 15, 1948.*

hr. capacity; 1/2 h.p. motor provides 450 cfm; gray baked enamel cabinet 46 in. long, 25 in. high and 11 1/2 in. deep.

*Manufacturer:* Frigidaire Div., General Motors Corp., Dayton, O.

*Electrical Merchandising, June 15, 1948*



**HOWARD Air Circulator**

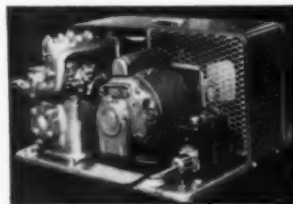
*Device:* Modette-type Howard Pulsaire, No. B-3.

*Selling Features:* Combines serving and game table with air circulator; rubber-mounted, vibrationless and insulated against grounding, powered by shaded pole 3-speed motor; no radio or television interference; at top speed displaces 1350 cfm; available in natural mahogany or walnut; 18 in. high, has 20 in. top; weighs 22 lbs.;

Other models include Taboret-type, B-4 and B4BL, both of which displace up to 1500 cfm. B-4 has copper-struck Grecian styling and glass top; B4BL is a special blonde mahogany table.

*Manufacturer:* Howard Industries, Inc., 231 S. La Salle St., Chicago 4, Ill.

*Electrical Merchandising, June 15, 1948.*



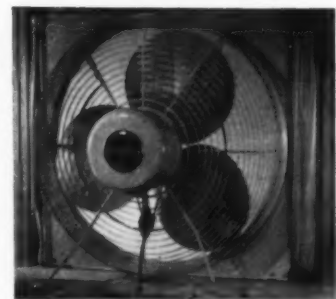
**CARRIER Dehumidifier**

*Device:* Carrier Humidry.

*Selling Features:* Capable of removing 34 pts. water a day from a normal sized room in a humid climate; 1/2 h.p. motor; can be used in all climates for basement playrooms and other damp areas; plugs into ordinary electrical outlet, connection for running moisture down a drain needed.

*Manufacturer:* Carrier Corp., Syracuse, N. Y.

*Electrical Merchandising, June 15, 1948*



**INTERNATIONAL Attic Fan**

*Device:* International window ventilating attic type fan.

*Selling Features:* Suspended in springs for quietness; 24 in. Torrington cloverleaf, 3-blade propeller fan; a.c. or d.c. motor, 1/6 h.p., 2 speeds: 860 and 1140 rpm.; 2-speed Bakelite switch; 27x27 in., adjustable to 39 in. wide windows with fibre board side spacers and adjustable plastic curtains on sides; ivory baked enamel on wire guard housing and fan.

*Manufacturer:* International Oil Burner Co., 3800 Park Ave., St. Louis 4, Mo.

*Electrical Merchandising, June 15, 1948.*



**FRIGIDAIRE Air Conditioners**

*Device:* Floor-type room air conditioners.

*Selling Features:* Cools, dehumidifies, filters and circulates air; two 5-in fans draw air into bottom through large filter and up over cooling unit and out through grille; 2 manually-operated dampers adjust amount of air recirculated; 10,000 to 15,000 btu per



*A Guided Tour of The Merchandise Mart starting from the Main Lobby. This group included well-to-do home-owners from nine states.*

## Guided Tours of The Merchandise Mart A Hit With Trade and Public

Beginning Sunday, March 14, The Merchandise Mart launched a newspaper, magazine and radio campaign inviting the public to visit, by Guided Tour, representative exhibits of home furnishings in this greatest of Market Centers.

The response was instantaneous. Our switchboard was deluged with advance reservations. Our staff of guides immediately found themselves operating at capacity. Additional guides are

being trained to handle the growing volume of visitors. And—most important—the great majority of these visitors, when they finish their tours, are live prospects for the merchandise you have to sell!

Retailers approve this broadgauged plan. They realize, as do our exhibitors,

that these Tours definitely stimulate public interest in home furnishings and household equipment and thus benefit the entire industry.

### **IMPORTANT NOTICE**

*No Guided Tours for the public for the period preceding and during*  
**The Merchandise Mart's  
INTERNATIONAL  
HOME FURNISHINGS MARKET**  
*July 5th to 17th, Inclusive*



## **THE MERCHANDISE MART**

*Centered for Efficient Year-Round Buying and Distribution*

**CHICAGO**



# White Way

## America's Newest Washer

Because of increased production facilities, a limited number of dealers can now be added to the White Way\* electric washer organization.

The White Way is the product of the Conlon Brothers Manufacturing Company which specializes in the building of washing machines exclusively. \*T. M. Reg. U. S. Pat. Off.

**DEALER INQUIRIES INVITED**

**CONLON BROS. MFG. CO.**  
 Builders of Fine Washing Machines, Exclusively  
 4512-18 W. Fillmore • Chicago 24, Illinois

# ELECTRICAL APPLIANCE

## News

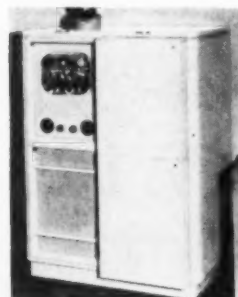
### NEW PRODUCTS



#### CAPEHART Television Sets

*Models:* 4 new models—501P, 502P, 504P and 503P.

*Selling Features:* Models 501P and 502P have 12-in. direct-view picture tubes, providing 75 sq. in. picture; automatic phonograph with intermix record changer and an AM-FM radio.



501P has a mahogany breakfront cabinet of 18th century English design and storage compartments to hold 250 records. 502P modern 4-compartment cabinet is covered with a light-toned modern fabric with a leather-grained surface.

Models 504P and 503P have 10-in. tubes with 54 sq. in. picture; automatic intermix record changer, AM-FM radio. 504P mahogany Chippendale cabinet with large record storage compartment. 503P modern cabinet finished in bisque.

*Manufacturer:* Farnsworth Television & Radio Corp., Ft. Wayne, Ind. *Electrical Merchandising*, June 15, 1948



#### CAPEHART Consoles

*Models:* 14 new Capehart phono-radio consoles.

*Selling Features:* Top models 414P Chippendale, 413P Chippendale and 115P2 Modern include new technical developments such as an improved turnover record changer; Noise Eliminator; new FM circuits which elim-

inate possibility of high-frequency interference, and new acoustical and engineering designs. 414P cabinet is available in walnut or mahogany; 413P in mahogany and 115P2 is finished in bisque cordovan or ebony.

Capehart turnover record changer is also in 2 DeLuxe models 116P4 Sheraton and 118P4 Georgian; both



models available in mahogany or walnut finishes.

The other 9 models have a new automatic intermix record changer, Noise eliminators and provide AM and FM radio reception. 30P4 and 29P4 have cherry cabinets. 30P4 in French Provincial, design, 29P4 Early American design.

31P4 and 24P4 are Hepplewhite design. 35P4 features a radio bin which opens automatically to proper position. 32P9 has a credenza-type cabinet of 17th century English finished in antique oak. 33P9 has mahogany credenza type cabinet. 34P10 has a modern cabinet finished in white oak.

*Manufacturer:* Farnsworth Television & Radio Corp., Ft. Wayne, Ind.

*Electrical Merchandising*, June 1, 1948.



#### GAROD Portable Radio

*Model:* New self-contained 4 lb. personal portable No. 4B1 "Starlet" II.

*Selling Features:* Uses a full size 4-in. Alnico V speaker; 4 multi-purpose tubes; built-in "Air-Tenna" loop; one 67½ volt B battery and 3-1½ volt A batteries; plastic case in ivory, maroon, ivory-maroon or ivory-blue, with contrasting and matching plastic carrying handles; face is available in iridescent metal finishes; clear plastic on-off switch and knobs; overall size closed is 8 in. wide 5½ in high, 3½ in. deep.

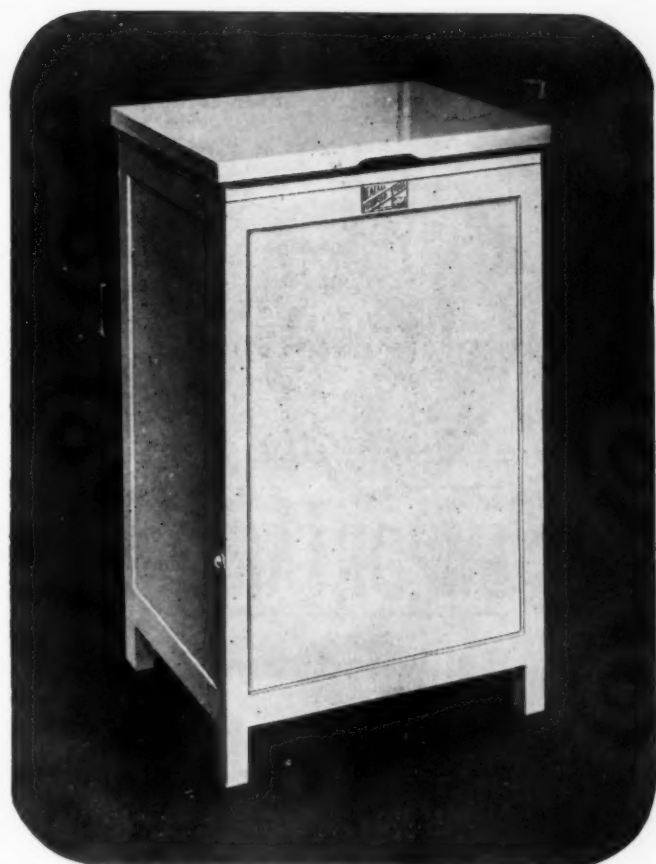
*Manufacturer:* Garod Electronics Corp., 70 Washington St., Bklyn, 1, N. Y.

*Electrical Merchandising*, June 15, 1948.

# The BEATALL Cabinet Fourfold Kitchen

Manufactured by  
**BEATALL FURNITURE LTD**  
CHARLTON — LONDON

*Created by specialists in the manufacture of modern kitchen furniture.*



The Beatall "Four Fold" Stool is a compact kitchen unit, designed by efficiency engineers for the benefit of women everywhere. It can be used as a shoe tidy, step ladder, kitchen seat, child's high stool or occasional table. It is the essential space saver for every home.

## SPECIAL FEATURES

- ★ Is strongly constructed of wood and metal.
- ★ Finished in attractive pastel shades of cream and green cellulose sprayed enamel.
- ★ The under-top and step are covered in Pyramid rubber.
- ★ Size 22½" high, 14" wide, 11½" deep.
- ★ Unit design gives simplicity of packing for export.

SOLE EXPORT DISTRIBUTORS:

**F. & G. TURNPENNY LTD** 5, GT. WINCHESTER ST. LONDON, E.C.2.

TEL.: LONDON WALL 1316 (3 lines).

Cables: EFFANGEETY, STOCK, LONDON.





**this Waffler Grill makes DOLLARS too!**



**The *Hollywood* COMBINATION WAFFLER AND SANDWICH GRILL**

Naturally, this new waffle-grill combination makes dollars for you—it's a *HOLLYWOOD!* And your customers know that means the *best!* They're ready to buy after one glance at this streamlined beauty—and you're ready for another profit-building sale!

Here's the only waffle maker on the market made of satin finish, solid cast aluminum! Here's a *family size* waffle that makes 8 perfect squares at a time . . . to individual taste, and just the right degree of rich, golden brown crispness! Thermostatically heat-controlled.

And here's an added sales clincher! The *HOLLYWOOD* Waffler & Sandwich Grill offers interchangeable grill plates for making all kinds of tasty toasted sandwiches in a jiffy!

Yes, *Hollywood* makes the best—offers the best value—and offers you the best of continuing full profits!

*When you sell a Hollywood you sell the Best!*

Go *Hollywood* Write today!

**Hollywood Appliances by FINDERS MANUFACTURING COMPANY**  
3669 S. Michigan Avenue • Chicago 15, Illinois

**Here's the Big News!  
NEW RETAIL PRICE CHANGES  
ON THE HOLLYWOOD BROILER**

**Proctor Visual-Aid Booklet on Sit-down Ironing Announced**

"Ironing Can Be Easy" is the title of Proctor Electric Co.'s latest booklet on the subject of sit-down ironing. It is a visual, step-by-step portrayal of every ironing operation from sprinkling to ironing to folding, and includes instructions on how to iron such standard items as lingerie, children's puffed sleeve dresses, men's shorts, sheets and napkins, in addition to the 4½ minute shirt operation shown in their former booklet.

Designed to lighten the fatigue of ironing, the ironing methods shown in the 52 page booklet were developed by Proctor in conjunction with home economics experts in the field. There are 150 close-up photographs explaining in detail each ironing operation so that the housewife can learn how to do her ironing with the least possible effort. How to organize the work beforehand; how to sprinkle for easier ironing; how to fold garments properly; how to save energy by sitting down; how to remove all kinds of spots and stains are some of the many shortcuts contained in the booklet.

And all these methods can be used with a conventional iron as well as with a Proctor Never-Lift.

The booklet will be used in conjunction with a color movie featuring Jinx Falkenburg and Tex McCrary to teach sit-down ironing in schools, colleges and other institutions.

The 20-minute, 16 mm. sound film starring Tex and Jinx shows a com-

**HOW TO IRON EASIER, FASTER, BETTER!**

**Ironing Can Be Easy**



**THIS 52-PAGE BOOKLET contains step-by-step hand-ironing instructions clearly illustrated with 150 close-up photographs.**

plete demonstration of the new sit-down ironing method.

Booklets and the film can be obtained from Proctor Electric Co., Philadelphia, 40, Pa. The booklet, which costs 25¢, can also be purchased in department stores, appliance specialty shops, and will be available for newsstand distribution shortly.

**IMPORTANT! NEWS FLASH!**

**Hollywood launches new merchandising set-up to enable price changes TRADE HAILS MOVE AS SURE VOLUME BUILDER**

**Here are the facts**

MODEL	New Retail Prices (Fed. Excise Tax included)
#40V Hollywood Broiler	\$19.95*
#55 Hollywood Trailer	23.95*
#75 Hollywood Tray	2.95*

\*The prices on Hollywood Broiler Model #40V and Hollywood Broiler Model #55 are based on selling the Hollywood Tray as optional item. Effective immediately the above models will be sold at these prices, and the tray will be sold separately.



**The Hollywood Is Way Out Ahead!**

1. IT'S THE LEADING BROILER IN SALES!
2. IT'S THE LEADING BROILER IN NATIONAL ADVERTISING!
3. IT'S GUARANTEED BY GOOD HOUSEKEEPING!
4. U.L. APPROVED.

# DEPARTMENT STORES

## Crowthers Named Merchandise Manager at Simon's, Yakima

R. S. Crowthers, former buyer of furniture for Olds, Wortman & King of Portland, Ore., has joined Simon's Furniture Co., Yakima, Wash., as merchandise manager for appliances and buyer of furniture.

## Ballin Assists Buying at Frederick Loeser

Philip Ballin, pre-war assistant buyer at Frederick Loeser & Co., and more recently office manager of the Lou Erhlich Co., has rejoined Loeser's as assistant to Harold Bladel, buyer of major appliances.

## Tiller Named Buyer-Manager By Miller & Rhoads, Richmond

John R. Tiller, Jr., has been promoted from assistant to a divisional merchandise manager to buyer-manager of the appliance department at Miller & Rhoads, Richmond, Va., according to an announcement by Webster S. Rhoads, Jr., president. J. Frank O'Brien, former buyer for the department, continues as buyer of housewares and paints.

## Morsell Promoted to Merchandise Manager at Erie Dry Goods Co.

Charles R. Morsell has been appointed merchandise manager for Erie Dry Goods Co., Erie, Pa., a position in which he will have charge of major appliances, radios, housewares, lamps, china, and glass. He had previously been buyer of china, glass and lamps at the store.

## Los Angeles Store Remodels Departments

Remodeling of the major appliances and housewares department and the radio and record department at the J. W. Robinson Co., Los Angeles, has been completed, according to a recent announcement.

Entering the appliance department from the elevators at the south, the major and small electric appliances run along the front of the space and extend back to the west wall, where a model kitchen and bath shop are located.

A separation of the housewares and major appliance section is effected by a pattern of yellowish lined squares on the floor of the major appliances space. Fluorescent lighting with louvers is set in long strips in the ceiling. Other lights shine down from underneath the tops of the wall fixtures which extend along the east wall, giving the customer an impression of coolness and cleanness.

The remodeled radio and record department introduces new ideas in color and arrangement. The record section includes a "kiddies counter," with a special record playing booth with nursery rhyme murals. The adult section has seven booths.

The radio space includes four small rooms and one large one for big consoles. Most of the lighting in the department is fluorescent with louvers set in strips around the ceiling.

## Parmelee Dohrmann Names Volz Appliance Manager

New manager of the appliance section of the Parmelee Dohrmann Co. in Los Angeles is Charles Volz, succeeding John Fortner. Mr. Volz was formerly a district manager for the Deepfreeze Division of Motor Products Corp. for the past year and earlier was associated with the Brown-Johnston Co., Spokane, Wash.

## Kane Furniture Loses Joy Warren, Radio Buyer

Joy Warren has resigned her position as buyer of major and traffic appliances and radios at the Kane Furniture Co. in Boston. No successor has yet been named.

## Storment Resumes Appliance Post at Joske's, San Antonio

Omar Storment, who was with Joske's department store, San Antonio, Texas, for eight years before the war prior to joining the Turner Roofing & Supply Co., has returned to Joske's as head of the division of the appliance department handling stoves and other kitchen equipment.

## Spokane Store Opens New Appliance Section

Model kitchens and fixtures for displaying refrigerators, freezing lockers, laundry equipment and other appliances are featured in the new household appliance section of The Crescent, department store at Spokane, Wash. A radio and phonograph section will be added to the department store, according to R. A. Peterson, president and general manager.

## Utica Boston Store Names Kimless Appliance Manager

H. E. Kimless has been appointed manager of the new home furnishings and appliance store erected as an annex to the Boston Store, Utica, N. Y. Mr. Kimless was formerly connected with D. Baumann & Co., New York City, as merchandise counsel for 27 years.

## Chicago Goldblatt's Features Daily Telecast from Store

Recently Goldblatt's, Chicago department store, commenced a series of daily half-hour television broadcasts emanating from the store's home service center and auditorium. Entitled "At Home with Barbara Berkley," the series has been established on a permanent basis and will feature home economics.

## Trevorrow Resigns Small Appliance Post at Macy's

Robert J. Trevorrow, buyer of small appliances at Macy's, New York, since 1930, has resigned because of ill health. Mr. Trevorrow was in the Army from 1942 to 1945 and upon his discharge became manager of the company's small appliance department.

## Bailey and the Queens



**JACK BAILEY**, master of ceremonies of the Queen for a Day radio show, turned housewife recently when he invaded Carson, Pirie, Scott and Co., Chicago, to demonstrate Filter Queen vacuum cleaners to ladies of little leisure. A young miss helps out while Ted Clauss, head of Filter Queen's distributing organization in Chicago, approves her technique.

## Von Destinin Assumes Appliance Buying Duties at Boston Store

Carl Von Destinin, merchandiser-buyer of home furnishings at the Boston Store, Grand Rapids, Mich., has assumed the added duties of appliance buyer following the resignation of Paul Johnson, who left the store to join Westinghouse Electric Co. as a salesman.

## Hardy Appliance Manager at Grinnell Bros., Bay City

Herschell D. Hardy has been appointed appliance department manager at Grinnell Bros. store in Bay City, Mich. His appointment was announced by John P. Robinson, store manager.

## Foley's, Houston, Promotes Rainer to Radio Manager

Foley's department store, Houston, Texas, recently announced the promotion of Arthur Rainer, former assistant manager of appliances, to department manager of radios and records. Major appliances continue under the management of Walter Cuevas, who formerly managed both sections.

## Donohue Named Small Appliance Buyer at Jordan Marsh Co.

New buyer of small appliances for the Jordan Marsh Co., Boston, is John F. Donohue, former department manager for major appliances and sewing machines. He succeeds Al Gross who recently resigned to go into business for himself.

## Wanamaker Names Saul Radio and Record Buyer

John E. Raasch, president of the John Wanamaker department stores, recently announced the promotion of John Saul, former radio and record salesman, to the position of buyer in that department. Paul Ziesmer, formerly buyer for both the Philadelphia and New York stores of the company, will now buy only for the former.

## William Taylor Co. Opens Model Kitchen

The William Taylor Co., Cleveland, Ohio, recently opened its new model kitchen and auditorium with a series of cooking demonstrations and lessons. Tickets to the showings were obtainable in the store's appliance department.

## Hurley's Names Schworie Major Appliance Buyer

Lawrence Schworie has been promoted from assistant buyer to buyer of major appliances and furniture at the L. W. Hurley Co. department store in Camden, N. J. He succeeds John E. Young, recently resigned after 28 years with the firm.

## Crowley, Milner Names Small Appliance Buyer

John Fisher, formerly associated with the May Co., Cleveland, Ohio, has been appointed buyer of small appliances and cooking utensils for the housewares department of Crowley, Milner & Co., Detroit department store.

## Roti Buys Appliances, Radios at Blatt's Boston

John Fred Roti, formerly employed by an independent appliance store, has been appointed buyer of radios and appliances at Blatt's department store, Boston, Mass. Appliances and radios are handled by the firm in a separate annex behind the main store.

## American Furniture Names Grass as Appliance Buyer

The American Furniture Co., Denver, Colo., recently announced the appointment of Samuel Grass, former manager of outlet stores for Michael Bros., N. Y., as buyer of major appliances and radios. Mr. Grass will also merchandise small appliances and several non-appliance lines.

### Wisconsin League Finds No Appliance Gray Market

A bulletin issued recently by the secretary of the Wisconsin Radio, Refrigeration and Appliance Assn. disclaimed the existence of any gray market in appliances and said, "A check has been made with leading factories in the appliance business in Milwaukee, and this indicates that there is no gray market activity of any importance, and the same applies to other sections of Wisconsin." The league also reported that "Wisconsin farms and farmers offer a big market for electrical appliances. A survey conducted by the Wisconsin Utilities Ass'n. showed that 17 electric companies are furnishing electric current to 94,004 Wisconsin farms; cooperatives serve another 47,000 and municipal electric systems furnish current to 6,000 farms."

### Indianapolis League Elects New Officers

The first 1948 meeting of the new board of directors of the Electric League of Indianapolis resulted in the elections of the following officers: president, Albert L. Maillard; vice-president, Tom Beecher; secretary, H. H. Bauck; treasurer, O. T. Fitzwater; assistant secretary, E. C. Belzer; and assistant treasurer, Walter Meyers.

### San Diego Home Freezer Clinics Step Up Sales

To get home freezer sales off to a flying start San Diego Bureau of Radio & Electrical Appliances and the Home Planners Institute recently sponsored a series of four public Home Freezer Clinics. Success of the meetings was measured by an attendance of over 2,000 people and dealer reports that an appreciable upturn in sales immediately followed the four demonstrations.

Under the guidance of the bureau's Home Freezer Committee with A. K. Chamberlain officiating, the programs were presented at four San Diego high schools. A selling meeting all the way, the programs started off with the new Kelvinator movie, "Surprise for Janie." The film was designed to create the desire to own a freezer and help sell the idea. Miss Bertha Gherke



**FREEZER FACTS** with demonstrations in preparing and packaging of foods were presented by Philco home economist Miss Bertha M. Gherke at the series of Home Freezer Clinics sponsored jointly by the San Diego Bureau of Radio & Electrical Appliances and Home Planners Institute.



**THREE LEADERS** at the Rocky Mountain Electrical League spring convention held in Santa Fe, New Mexico. From left to right, R. B. Hubbard, secretary-manager of the league; J. A. Bullock, president of the league, and general manager of the Western Colorado Power Co.; G. B. Buck, vice-president and general commercial manager of the Public Service Co. of Colorado.

## LEAGUE ACTIVITIES

followed up with a stage demonstration of packaging methods, combined with ideas for making the best use of a freezer. A technicolor film to show the ease of preparing and packaging fruits and vegetables completed the formal portion of the program.

Questions from the audience were answered by a group of three consisting of Miss Gherke, R. J. McIntyre of Yorkville Paper Co., and the bureau's Archie Marsden, Ash Chamberlain and E. S. Chesness alternating. During the question panel a showing of hands at each session indicated about 15 percent of the total audience were freezer owners and about 85 percent "prospects."

Each attendee was given a copy of NEMA's all-industry book, "How To Get The Most Out of Your Home Freezer," a selling tool for non-owners as well as a reference booklet for users.

Freezer distributors and dealers alike were enthusiastic in their acclaim of this method of putting over the freezer story to the public, the bureau stated. J. Clark Chamberlain, bureau manager, said: "The idea is no longer an experiment. It has proved to be worth concentrating upon."

### San Diego Utility Schedules Advertising

A six-month program of cooperative appliance advertising has been undertaken by the San Diego Gas & Electric Co. Outlined by the advertising committee of the Bureau of Radio & Electrical Appliances of San Diego County, the program has been released to dealers in the area.

Advertising includes electric ranges and water heaters, home and farm freezers, vacuum cleaners, automatic washers and ironers, table appliances, radio and refrigerators.

Reaction throughout the territory has been enthusiastic, according to J. Clark Chamberlain, E. W. Meise, and Ralph J. Phillips, who issued the information via bulletins to cooperating dealers.

### New Orleans League Host to Contractors

The Electrical Association of New Orleans recently was host to 118 guests and members at a "Contractors Night" dinner meeting at which Paul Geary, executive vice-president of the National Electrical Contractors Association, was guest speaker. The occasion served to honor the Pioneers of the Electrical Industry, a group of men who have been identified with the industry for 40 years or more.

Mr. Geary discussed the electrical interdependence in the industry and pointed out that all groups in the industry must rely upon each other for individual gain. He cautioned the contractors that the customer should receive full worth.

A program is now under way to develop more business for the industry through personal selling and the co-operation among all branches of the industry.

### Hawaiian Group Holds Regular Meeting

Electric Appliance Distributors of Hawaii held their regular March meeting at the Niualu Hotel. Mike Freyer, sales manager of Colonial Premier Co., and member of the technical and advisory committee of Certified Lamp Manufacturers was guest speaker. His talk covered the construction and advantages of certified lamps.

### Boothe Heads Inland Empire Association

New president of the Inland Empire Electrical Dealers Assn. is John F. Boothe, president of the association's Spokane chapter. Charles Fanning of Oakesdale, Wash., will serve as vice-president and F. A. Tool as secretary. Mr. Tool is also secretary of the Spokane chapter. R. W. Burch, president of the Coeur d'Alene, Ida., chapter, will serve as treasurer for the group.

### Inland Group Forms New Idaho Chapter

A Shoshone County, Ida., Chapter of the Inland Empire Electrical Dealers' Association was formed recently at Lewiston, Ida., with Ralph Wickberg as president and Vernon J. Nelson as secretary.

James F. Boothe of the Brown-Johnston Co., Spokane, and president of the Spokane Chapter, presided at the organization meeting. F. A. Tool, Spokane Chapter secretary, and Robert L. Wilkinson, Spokane association executive secretary, were speakers.

### Officers Named by Ontario Service League

The annual meeting of the Electric Service League of Ontario, held recently in Toronto, Canada, resulted in the naming of J. A. Blay, Hydro-Electric Power Commission, as president. Other officers include R. A. Crichton, Northern Electric Co., vice-president; A. W. J. Stewart, Toronto Hydro Electric System, vice-president; and G. W. Austen, secretary-treasurer.

### Cihla Named President by St. Petersburg Dealers

The annual election and installation of officers of the St. Petersburg (Fla.) Electrical Dealers Assn. brought these names to prominence: W. J. Cihla, president; R. H. Hall, vice-president; and J. F. Anderson and E. A. Davies, members of the executive committee. Mr. Cihla succeeded Charles Brestle as head gavel wielder of the organization.

### Canadian Association Hears Dean Pulsifer

Dean Pulsifer, appliance sales manager of Westinghouse Supply Corp., Seattle, addressed a group of appliance dealers and their salesmen in the Hotel Vancouver on April 1. The meeting was sponsored by the Canadian Association of Radio and Electrical Appliance Dealers.

In his topic "Retailing Today as I See It," Mr. Pulsifer pointed out the necessity of getting back to real selling, training sales staffs, treating customers with courtesy, giving good service on appliances already sold and "giving customers the 13th doughnut," the extra attention and service which will bring them back into the store.

### Bureau Announces Date of Sales Conference

The annual industry-wide sales conference of the electrical industry, sponsored by the Southern California Radio & Electrical Appliance Assn. is scheduled for Thursday evening, June 3, in the Ambassador Hotel, Los Angeles.

### Appliance Directory Prepared By Southern California Assn.

The Southern California Radio & Electrical Appliance Association, Inc. has put out a 75-page Radio and Electrical Appliance Guide and Directory, which is available to non-members of the organization at a cost of \$5 per copy. The directory contains the names, addresses and telephone numbers of manufacturers and distributors in the Los Angeles area as well as the trade names of the merchandise they handle. The book also lists the parts and service stations in the area.



# SPEEDER-UPPERS for Summer Sales!!

## The New PREMIER

Aire-Matic Model "82"  
with the bag you  
**THROW AWAY**

Here's the newest Premier innovation! A disposable dirt bag that does away with emptying the cleaner bag—yet this Premier can be used in the usual way if the housewife prefers!

**Nationally  
Advertised  
this month**

this new Premier offers you the chance to make business hum these coming months. A complete assortment of mats and other sales aids are yours to use—just contact your distributor.

**It's Sanitary! It's Convenient!  
It's Wonderful!**



No more shaking and emptying of a bag... no more clouds of dust... no more grimy hands! It's old-fashioned!



Stay fresh and clean after you vacuum! With this Premier, you simply insert the new bag, and when cleaning is done—just throw it away, dirt and all!

The new **PREMIER** cleaner  
with the bag you throw away!

It's the newest Premier innovation! The "Throw-away" Dirt Bag that does away with messy emptying of the cleaner, saves time, work, grimy hands! Premier has all bags come with the cleaner. "Throw-away" bags are available, replacements Premier with its regular, permanent cloth bag, if you prefer.

**AND WHAT A CLEANER!**

Handsome, lightweight, portable, this new Premier cleans everything in the house! With its powerful suction, full one-half horsepower motor, 8-foot hose, and eight specially designed tools, you can clean not only your rugs and floors, but also your upholstered furniture, lamp shades, Venetian blinds, draperies, mattresses, everything mops and sprays!

See this wonderful new Premier with the dealer today. He's listed in the classified new "Throw-away" bag at your Premier telephone directory.



**SEE HOW** beautifully the Premier cleans furniture, blenders, mantraces, draperies, pillows! Just attach the Upholstery Nozzle.



**VENETIAN BLINDS** get an extra shine and sparkle with this new Premier Cleaner—just use the Extension Tubes and Bag Nozzle.

**NOW LONGER** since you've cleaned your radiator! The Premier Cleaner cracks and breaks the radiator coils.

**LIKE TO BE SHINY** and double your floor shine? You can with this Premier! Just attach the Shiner, and use your favorite preparation. You'll agree on your Premier with the "Throw-away" bag—all night!

PREMIER CLEANERS

GENERAL ELECTRIC COMPANY

BRIDGEPORT 2, CONN.

*It's easy to sell Premier*

### So Many Features

- Premier "Throw-away" bag is not paper as in old-style types, but a special, porous, clothlike material. Acts as a filter, yet does not cut down cleaning efficiency appreciably.
- Four bags packed with each cleaner. Refills offer you a quick and easy over-the-counter repeat sale—with a profit!
- Premier can be used in the regular way,

if preferred. A wonderful aid for the lady who forgets to order bags.

- New styling . . . new engineering refinements make this the greatest engineering advance in tank-type cleaners in all Premier's 38 years!
- Motor is full 1/2 hp. The 8-ft hose with 8 specialized attachments is standard equipment.

### ... AND the new PREMIER floor polisher!

It's a case of love at first sight when you show the ladies the new Premier Motor-Driven Floor Polisher for Premier Floor Models. So easy to use, so efficient, so inexpensive to buy. What a "gimmick" to spur floor model sales!

PREMIER CLEANERS • GENERAL ELECTRIC COMPANY  
BRIDGEPORT 2, CONN.

now more profits  
per counter inch

**BRIGHT STAR**

**BATTERIES**



Packs a big sales wallop wherever displayed even in small counter or window space. Attractive 3-color pop-up dispenser catches the eye and ready cash. Rigid box holds 2 dozen fast selling Bright Star No. 10M metal top batteries.

**FLASHLIGHTS**



Cash in with the fastest selling metal flashlight on the market. Popular priced to sell on sight. Colorful new easel card holds 3 No. 57 2-cell Nickel Plated Flashlights. \$1.10 retail, complete with cells.

**DISPLAY THEM FOR EASY SALES, FAST TURNOVER**

Write your jobber now for details of Bright Star's big profit-making merchandise display deals.

**BRIGHT STAR BATTERY CO.,**  
CLIFTON, N. J.  
BRANCHES: CHICAGO • SAN FRANCISCO

**The NATIONAL APPLIANCE AND RADIO PICTURE**

CONTINUED FROM PAGE 5

**THE SOUTH**

(Continued)

the completion of a co-axial cable from Charlotte to Atlanta. But Radio Station WBRC already has laid out \$200,000 for video equipment and the other five stations are making preparations. A few far-sighted distributors still are whooping up the new medium, realizing that a prepared market will more than offset any loss in radio sales. Too, they are contending that there will be little conflict between the two markets.

Deliveries are considerably better—at least, in the major cities. It seems the manufacturers finally have caught on that southerners have the money and will be customers from now on. There is indeed some evidence that somebody, somewhere has taken note of the continued gripes about unequal sectional distribution and has decided to do something about it. Dealers in some of the secondary cities and small towns, however, claim they live three doors beyond the forgotten man and still can't get enough big time merchandise to put bread in the mouths of their offspring. This applies, of course, to major appliances such as refrigerators, ranges and automatic laundries. Almost everybody seems to be getting his quota of almost everything else.

**Price Cuts Appreciated**

Recent price cuts by manufacturers were appreciated even though they did not exactly send buyers stumbling over themselves to latch on to the merchandise. Dealers made the most of such price cuts in advertising and sales talks and much of it was pretty effective. No question but that it gave the dealer a good talking point and helped to ease the squawks of a price-conscious populace.

As 90 degree weather rode in down south on the coattails of May Day, dealers broke out with all sorts of displays featuring cooling equipment, refrigeration, water coolers and other hot weather pain-easers. Electric fans, new model room air-conditioners, attic fans and kindred appliances began to get the play in advertising copy. Home freezers perked up to an all-time sales high and small appliances such as mixers were selling better than in months. The one new appliance which has not reached its potential in the South is the dishwasher, probably because so few dealers have begun to push them in earnest. An enormous market awaits the specialist who will plug them on a scale equivalent to that of home freezers and washers.

**Trade-In Business Blooms**

The trade-in business was blooming from Florida to Texas and appeared as rosy as an old toper's nose. Dealers who, a few short months ago, refused to consider setting up a trade-in department now nurture them like a gardener with a prize geranium and are finding it profitable and not half as much trouble as they thought it would be. Only in radio is the trade-in business still frowned upon, but some specialists even in that line are doing a top-notch business. One big shot refrigerator dealer in New Orleans has begun to stress his trade-in

business over the new models. However, it must be pointed out that the shortage in refrigerators is a factor in his attitude.

The one bad apple in the barrel was the continued black market threat. Instead of being checked or slowing up, it was spreading like a fat woman on a park bench. Almost the only southern state not plagued by the black market was Georgia, and other southern dealers were trying to figure out what Georgia had they didn't have.

**THE FAR WEST**

(Continued)

be the dominant factor in the sales of electrical appliances. Appliance sales have continued at a profitable level in most areas, but they have not continued to improve because of the reluctance of farmers and farm-influenced people to buy when the current crop return is questionable. The heaviest rainfall for the winter in many years has upset the economy of most of the Northwest and British Columbia. The Willamette Valley of Oregon, for example, a prime producer of spring produce for shipping and canning, has not been able to plant the basic spring crops because of the rain-saturated ground. Such farmers—regardless of the fact that they maintain bank accounts that would startle eastern capitalists—tighten their purse strings the minute a crop is threatened. Every appliance dealer in this area knows that—and his records show that buyers are scarce.

A recent trip by this writer deep into the Fraser Valley of British Columbia indicated that the weather had not been national in its effect. Excessive rain in that area had slowed up planting to the point where it was likely that such spring crops as the valuable peas could never be planted this year. Such an example as the appliance dealer in Mission City, B. C., who told me that his work in organizing the annual Strawberry Festival for June 7th had included buying a carload of frozen strawberries to use on that day because the field crops would not be available, shows that the local people, who buy appliances with the money they get from selling strawberries were a month behind schedule—and possibly would not get their return this year.

**Rain Falls; So Do Sales**

South and east of Canada, in the Inland Empire embracing eastern Washington, western Idaho panhandle, and northeastern Oregon—the sale of electrical appliances has shown a decided drop at retail level since the middle of April. Again—rain. In some sections, the highest rainfall in history has been recorded. For the appliance dealer this means that his best customers—the farmers and the people who depend on farmers for their income—have become hesitant in buying because they don't expect the profitable return from spring pea crops. One of the largest and most profitable pea canning areas in the nation—the section from Pendleton, Ore., to the Palouse area of Washing-

ton, at this writing is flooded by torrential rains long after the crops should be planted and growing. Such an economy cannot support the full purchase of appliances or any other durable goods.

Less important, but nevertheless affecting the volume of electrical appliance business from the northwest section of the country, are other factors—deliveries, sales policies, discounts, shady markets, international currency restrictions.

Dealers in British Columbia are behind the international eight ball. As the result of restrictions on the imports, those dealers in Vancouver, Victoria, and other British Columbia and Alberta cities who held franchises for U. S.-made appliances have been left without supplies. The bigger the dealer, the bigger the problem. The large dealers held franchises for U. S. goods, and made out very well until the embargo on imports. Then the small dealer, the one holding the franchise for appliances made in eastern Canada, became the top man, even though his deliveries were slow. Many of the large dealers have turned to sidelines to hold their volume until the embargo is lifted—soon they hope.

#### Spokane's Black Market

Although it may exist in any or all of the Northwest cities, the black market is most evident in the center of the inland empire, Spokane. Here where not only refrigerators, but ranges and some model washers are still scarce on the franchised dealers' floors, there is immediate delivery, at list price, on every model washer, refrigerator, and range if you know where to trade. Of course, the delivery will be made without a certificate of guarantee, and the appliance will have its serial number taken off; but delivery is immediate. Checking by interested parties has shown that carloads of scarce appliances have come into the Spokane-Wenatchee-Lewiston area from such points as northern Texas, Detroit and other eastern points—top brands, always without serial numbers, seldom guaranteed.

At a time when relations between independent appliance dealers and the local utilities have been reaching the highest point of good fellowship and mutual interest in the promotion of electrical living, a note of discord has arisen. Those utilities in the 11 western states which have gone out of merchandising have been confronted with a new problem—the employees who expect a discount on the electrical goods they purchase. When the utilities were merchandising, there was no problem. They gave their employees up to 33 percent discount as a means of promoting the use of electric power. At the meeting of the Business Development Section of the Northwest Light and Power Association in Victoria in May, all utilities had a chance to speak their piece—but so did distributors, contractors and dealers. As a result, the problem of discounts became a battle royal. Dealers felt that if utilities believed that the granting of discounts to their employees was part of the promotion of electrical living, the utilities should assume part of the discount. The contractors present felt that the employees of electrical contracting concerns were as much a part of the electrical industry as the utility employees, therefore should be given a discount, the dealers replying that discounts carried that far would become general discounts, with relatives, friends and neighbors sharing in them.

## your star salesman gets no commission

You cut selling costs when you put a Visual Front on your sales force. It works for you 24 hours every day . . . attracting everyone within seeing distance.

Large areas of *Polished Plate* glass reveal the appliances people want . . . create an open look that makes the sidewalk seem part of your selling floor. Fully transparent doors of *Tuf-flex\** tempered plate glass invite passersby inside to buy. To assure year-round clear vision, *Thermopane\** may be used in show windows. This insulating windowpane minimizes condensation and the formation of frost on glass, lessens the load on your air-conditioning system.

For never-fading beauty with lower upkeep, ask your architect to specify *Vitrolite\** glass facing for opaque areas framing the transparent front. It can be quickly cleaned, will sparkle like new for years.

\*®

Continuous wall of *Polished Plate* glass with *Tuf-flex* doors gives pedestrians a sweeping view of all departments in the Tecco store, San Mateo, California. Architect: James F. M'Guinness, San Francisco.

VISUAL FRONT

LIBBEY • OWENS • FORD  
a Great Name in GLASS



BEFORE YOU MODERNIZE write for our free Visual Fronts folder for appliance stores. It's illustrated with practical ideas for large or small stores. Libbey-Owens-Ford Glass Company, 5268 Nicholas Building, Toledo 3, Ohio.

# DISTRIBUTOR NEWS

## ARIZONA

Announcement is made by Howard Bendalin, manager, household appliance division of Arizona Mercantile Co., Phoenix, of the appointment of T. F. (Tom) Robinson as general sales manager.

## ARKANSAS

Under the auspices of the W. F. Slater Engineering Corp., Carrier air conditioning distributors of Little Rock, a dealer meeting was held recently. Speakers were Jack Gazelle, Carrier's general sales manager; Duncan J. Tutt, zone merchandise manager, and John Manion, district sales manager.

## CALIFORNIA

Art White, who has served as Sacramento representative for the Edward F. Hale Co., has been promoted to San Francisco manager of the Filter Queen division of the Hale Co. Before his association with the Hale firm Mr. White was with the Sacramento Municipal Utility District.

Earl O'Harra, formerly West Coast sales representative for Norge products, is now district manager in the San Bernardino and Riverside areas for Bandoli-McIntyre Co., southern California distributors.

Sues, Young & Brown Inc. has become a distributor for the entire state of California for the Coolerator Co. of Duluth, Minn.

Wilford Bros. held open house in April at their new headquarters, 1226 So. Stanford Ave., Los Angeles. Several new Monitor products, for which they are distributors, were presented to dealers.

George J. Heller has announced the formation of his own manufacturers' agency covering California, with head-



GEORGE J. HELLER

quarters in Los Angeles. The former western divisional sales manager for Vaculator coffee brewing equipment gives his present address as 7503 Franklin Ave., Hollywood.

According to Francis H. Hoge, Jr., vice-president in charge of sales for the United States Television Mfg. Corp., the firm's San Francisco distributor will be the Fred S. Campbell Co., 1268-80 Mission St.

## FLORIDA

Bent Distributing Co., Philco distributor of Jacksonville, has moved

into a new building at 4012 W. Beaver St.

A Zenith radio sales meeting was held in Tampa recently with Cain and Bultman acting as hosts. It was conducted by Nordie Sandifer, vice-president, Cain and Bultman, and W. F. Sharbaugh, Tampa regional manager.

## GEORGIA

More than 150 Georgia Youngstown Kitchen dealers were guests of the Charles S. Martin Distributing Co., Atlanta, at a demonstration of the Mullinaider disposal unit recently. James C. King, southeastern regional manager of the Mullins Mfg. Co., told dealers about company plans.

Melvin Gordon is the newly appointed product manager of the Born Refrigeration Co., Atlanta. He was formerly radio buyer for Davidson-Paxon, Atlanta.

## IDAHO

Newly appointed general sales manager for the Afton-Lemp Electric Co. of Boise is Emil Berg. Mr. Berg has



EMIL BERG

been in electrical sales for 18 years. He comes in from the field where he has been serving the dealers of eastern Oregon and southern Idaho.

## ILLINOIS

Sanford H. Levey, associated with Chicago's Allied Radio Corp. since



SANFORD H. LEVEY

1933, has been appointed sales manager of the firm. Walter F. Marsh, formerly sales manager, leaves Allied to join the Leroy W. Beier Co., Chicago.

## In the Book



C. H. BLISS, of the C. H. Bliss Co., Detroit, signs the contract which recently made his firm a distributor for Bendix radios. Others in the picture are (left to right) A. G. Kemp, Bendix district manager; W. A. Mara, director of advertising, Bendix Aviation Corp.; Mr. Bliss; and W. H. Houghton, vice-president and treasurer of Bendix.

## INDIANA

The Andrews Distributing Co. has signed a long-term lease for new quarters at 1126 S. Lafayette Blvd., South Bend, where it will have larger warehousing facilities and a railroad siding.

New distributor in the Fort Wayne area for Air King Products, Inc., is the Schlatter Hardware Co., Fort Wayne.

## KANSAS

A new distributor of radio parts and supplies in Salina is the Four-State Radio and Supply Co., 227 N. Santa Fe. The firm also has a branch office at Joplin, Mo. The Salina branch is managed by Stan Byquist.

## LOUISIANA

The C. T. Patterson Co., Inc., New Orleans, has been appointed a distributor in its area for Whiting food freezers.

The Tri-States Distributing Co., Shreveport, will cover northern Louisiana for Ben-Hur farm and home freezers, says A. B. Bechaud, vice-president and sales manager of the Ben-Hur Mfg. Co.

## MAINE

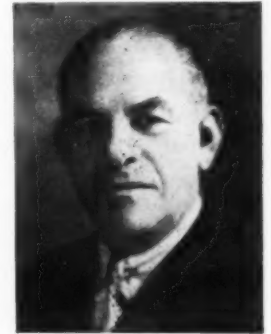
Maine and New Hampshire dealers saw the new Bendix washer line at a meeting held by the Boyd Corp. in Portland recently. Speakers were Harold P. Bull, Bendix's northeast representative, and George E. Martin, Mesrob D. Mesrobian, Jack J. Clarke and Jordan Wood of the Boyd Corp.

Gill-Brand Products, Inc., Portland will handle Kitchen-Kraft steel kitchen cabinets in the upper New England area, according to C. E. Bullock, vice-president in charge of sales for Midwest Mfg. Co., Galesburg, Ill.

## MASSACHUSETTS

David F. Goldman has been elected president of Metro Distributors, Inc., 884 Commonwealth Ave., Boston, and also is general manager of all operations. Mr Goldman has held executive

positions with three other distributors—North American Radio Corp., New York City; Trilling & Montague,



DAVID F. GOLDMAN

Philadelphia, and the Arvin Salmonson Corp. of New York, Baltimore and Washington.

Pittsfield got its first taste of Admiral television in a novel way when Mascon Distributors of Springfield cooperated with England Bros. Department Store of Pittsfield to present it. England Bros. invited all Mascon's Admiral dealers to a store exhibition; Mascon provided chartered buses to take them there and waited until their return. Newsmen of the 20 newspapers and 14 radio stations of the territory were given a dinner at which Dan England, Jr., presented the first Admiral television set to Mayor Capeless as a gift for the city infirmary. Then everybody went to the store to see the set in operation. While Pittsfield is known as a "fringe" territory for television, reception was remarkably good, according to B. R. Albert, Mascon's advertising manager.

## MICHIGAN

Independent Distributors, Inc., Grand Rapids, have been appointed distributors in the area by Corley W. Kirby, domestic sales manager, Crosley Div., Avco Mfg. Corp.

The Midwest Home Appliance Distributors Co., Detroit, has added Harry A. Baynes as sales manager

and James A. Cummins as advertising and sales promotion manager. Mr. Baynes was formerly with Landers, Frary and Clark and Graybar Electric. Mr. Cummins was with Consolidated Vultee Aircraft Corp. and Detroit Edison. Mr. Baynes announces that Frostair refrigeration has been added to the present Universal line.

**MISSISSIPPI**

The new Crosley Shelvador refrigerators were viewed by Mississippi and Louisiana dealers at a Southern Wholesalers, Inc., meeting in Jackson. Directing the showing were S. D. Camper and L. W. Hollis, president and vice-president, respectively, of Southern, and Frank O. Sullivan of Crosley.

**MISSOURI**

Gerald Hulett, vice-president, Electromaster, Inc., announces the appointment of Hollander & Co., 3900 W. Pine Blvd., St. Louis, as distributors for 33 counties in Missouri, and 38 southwestern Illinois counties.

**MONTANA**

The Taylor Distributing Co., 2716 Montana Ave., Billings, has been appointed a distributor for Bendix Home Appliances, Inc., with territory to include all of Montana except the seven westernmost counties, and 10 northern counties of Wyoming. Lawrence Taylor is president of the distributing firm.

Louis F. Carmody of Butte, operational manager for the General Electric Supply Corp., has been advanced to branch manager of the firm for Montana, northern Wyoming and the Black Hills region of South Dakota. He will maintain headquarters in Butte and will also be in charge of the Billings, Mont., distributing office.

**NEBRASKA**

The Bi-State Distributing Co., 911 Douglas St., Omaha, has been made distributor for two additional lines recently. It will handle Admiral and Thor appliances in the Nebraska and southwest Iowa territories.

**Distributor's Deal**



**GERALD O. KAYE**, general sales manager of Bruno-New York (left) and Ira Herbert, vice-president of WNEW, indulge in mutual rejoicing after Gerry signed a \$200,000 broadcasting contract which will put Bruno on the air for 24 quarter hour programs a week plus a half-hour of Art Ford's Milkman's Matinee six days a week and 25 minutes of Music Until Midnight six days a week. The deal was called one of the largest buys of programs on a New York independent station.



**THIS IS A SPECIAL INVITATION TO YOU**  
to visit us at our New Permanent Office and Display in the

**Merchandise Mart**  
**Space No. 14103**

Make it "your headquarters" during the July Summer Market or anytime you are in Chicago.

**SEE DEXTER**

**"Americas Finest Washer"**



SEE THE FAMOUS **DEXTER TWIN TUB**  
The ONLY WASHER WITH TWO WASHING TUBS  
... SPACE 14103 ...

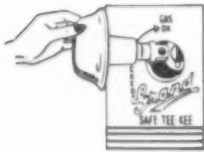
**MERCHANDISE MART**  
CHICAGO, ILLINOIS



**THE DEXTER COMPANY FAIRFIELD, IOWA**



## Here's the KEY to Greater Volume, Better Profit, in Gas Range Sales



It's the Safe-Tee-Kee — exclusive feature of Grand Gas Ranges — which shuts off gas to all burners, prevents accidents caused by children turning on the gas when Mother isn't looking.

For this feature, Grand Gas Ranges received from Lewis & Conger, New York, the National Safety Award for 1947. In the words of the citation, the Safe-Tee-Kee was selected by a jury of home experts "as foremost among the year's new devices for the promotion of greater safety in the home."

*The photo above, taken in the Waldorf-Astoria, New York, following the presentation ceremony on April 13th, is indicative of the great interest shown in the Safe-Tee-Kee wherever it is demonstrated.*

The Safe-Tee-Kee is only one of many GRAND features. Two-oven capacity . . . Charcoal-ator broiler . . . lifetime guaranty on all burners and oven bottom . . . Good Housekeeping guaranty; all these are important reasons why leading dealers everywhere are stepping up their volume and profit with the Grand Gas Range.

# Grand GAS RANGES

GRAND HOME APPLIANCE CO., CLEVELAND 4, OHIO

Big News—GRAND News—coming at the July Furniture Market in Chicago. Come in and get it—hot off the griddle—at our space on the 17th floor of The American Furniture Mart.

## Stairway to the Sky



CY SHOBE, of Shobe, Inc., Memphis distributors, gets to dealer meetings in a hurry via plane. He recently left Memphis at the close of business, flew to Blytheville, Arkansas in 28 minutes, set up and conducted a dealer meeting, got back to Memphis in time for work the next day.

## DISTRIBUTOR NEWS

Newly named Nebraska distributor for Stewart-Warner radios is Russell Harris, Inc., 4012 Didge St., Omaha.

According to a recent announcement by W. F. Linville, general sales manager of Bendix Home Appliances, Inc., the General Appliance Co. has been named Bendix distributor in Omaha.

The first independent distributor in the new Capitol Records distribution program is the Mueller & Selby Co., Omaha, to serve Nebraska, western Iowa and southeast South Dakota. S. W. Ball, Capitol representative in Omaha, will head the new Mueller & Selby division.

### NEVADA

Saviers Electrical Products Corp., Reno, has sold the retail portion of its business to a new firm to be known as Moore-Tally, Inc., according to Claude E Saviers, president of the corporation. Saviers Electrical Products will maintain wholesale distributorship in a new building at 640 Sierra St., Reno, and will retain its name. The new retail firm will continue at Saviers' present location, on W. Second St.

### NEW JERSEY

Clinton Radio & Appliance Corp., 12-16 Elizabeth Ave., Newark, is a newly appointed distributor for Vornado air circulators made by the O. A. Sutton Corp. Lou Silvers, Clinton's general manager, will be in charge of the sales program.

### NEW YORK

The Graybar Electric Co. formally opened enlarged office and warehouse quarters at 327 N. West St., Syracuse at a recent open house for the trade from the midstate area. Space has been increased by 6,000 sq. ft.

Open house for dealers was held recently by the Forbes Distributing Co., 1349 Main St., Buffalo, in newly remodeled quarters. William J. Forbes is president of the firm.

According to James P. Fallis, vice-president and sales manager of Nicro Steel Products, Inc., the Smith-Benny Sales Co., Inc., 11 W. 42nd St., New York, has been made exclusive representative in the metropolitan New York area and the New England states.

The Paul Jeffrey Co., Syracuse, held a two-day exhibit for 80 dealers in the area. Participating were Thomas Kelly, zone manager for the Mid-Western Mfg. Co.; Pat Solomon, president of Jeffrey; Carl Strander, sales promotion and advertising manager of Jeffrey; Gene Thompson and Don Halloran, field managers; Leonard Freedman, district representative; A. R. Brown, service manager for Jeffrey, and Edward Sourada, service manager for the Thor Corp.

The Crosley Distributing Corp. recently opened new offices and showrooms at 1775 Broadway, New York.

Frank X. Hamilton is new advertising and sales training manager, and Emil Rasa is new sales promotion manager of the Times Appliance Co., Inc., says Arthur F. Callahan, vice-president and general sales manager of the firm. Mr. Hamilton comes from the Westinghouse Electric Corp. and Mr. Rasa from the Westinghouse Electric Supply Co.

The Bergman-Norge Co. of Buffalo held a dealer-salesman dinner meeting for its Chautauqua County representatives in Jamestown recently. Participants in the program were Clifford O. E. Curtis, vice-president of the firm; William Gordon of Norge, and George Morrison and Irving Block, Bergman-Norge territorial representative and sales promotion manager, respectively.

More than 250 dealers and salesmen of the Buffalo area saw the new Bendix washer models at a Joseph Strauss Co., Inc., showing. The demonstration was in charge of David M. McLellan, general sales manager of the Strauss Co.; Luke J. Strauss, its president, and Grant Layng and Anders Anderson, Bendix sales executives.

Dave Wagman, sales manager of the radio and television department of Bruno-New York, Inc., has announced that his firm is exclusive metropolitan New York distributor for the Polaroid Television Filter.

Rene M. Jacobs has resigned as vice-president of Dale Distributing Co., New York City, to set up his own firm, Rene M. Jacobs Co., Inc., 40 E. 32nd St., New York City. From now on, Dale's New York operation will concentrate on Whirlpool washers, its small appliance lines being taken over by the new firm, which will concentrate on the lines of Knapp-Monarch, General Mills, Westclox, Quaker and Sylvania, along with other lines yet to be secured. Dale's New Jersey and Connecticut divisions will continue to handle their present lines according to Maurice S. Despres, president. The Jacobs firm has already carried out a series of demonstration programs on Knapp-Monarch products in dealers' stores in the Queens area.

The Chapin-Owen Co. of Rochester, Zenith radio distributors, played host to about 40 dealers of the Elmira area recently. Henry E. Kirchoff of Rochester, company radio division manager, was in charge of the meeting, which was devoted to a discussion of radio sales and service.

#### NORTH CAROLINA

Ferman Ferguson, sales manager of the Williams & Shelton Co., Inc., Charlotte wholesalers, has been appointed to a four-man advisory board to represent the distributors of the Young Corp., appliance manufacturers, throughout the United States and Canada. The committee meets quarterly to approve all new products, advertising, and merchandising policies. Mr. Ferguson represents the entire Southeast.

Household Distributors, Inc., on Chemway Rd., Charlotte, has completed an addition to its warehouse 40x90 ft. which doubles its floor space, according to Wallace C. Gilbertson, merchandise manager.

#### New Addition



**HUGHES-PETERS**, Columbus, Ohio, distributing firm, recently acquired this building in Cincinnati for its division in that city. The firm also operates a Dayton division. William A. Wilson is president of the 27-year-old company.

#### OHIO

The Miami Valley Distributing Co., Dayton, has signed a franchise expanding its Crosley division distribution area into the central Ohio region. A Columbus office will be opened at 324 E. Long St., and will be directed by Guy Haley, formerly with the Stromberg-Carlson Corp.

RCA Victor has appointed the new firm of Main Line Distributors, Inc., 816 Michigan St., Toledo, as wholesaler in a 27-county area. The firm was host to more than 500 dealers and salesmen at a television showing recently. Main Line is headed by Joseph Cohan, president, and William Shipley, vice-president.

F. J. Gembreska has been named secretary-treasurer of the Kirby Vacuum Cleaner Co., Produce Exchange Bldg., Toledo, distributor in 30 Ohio, Michigan and Indiana counties.

The Walding, Kinnan & Marvin Co., 332-34 Summit St., Toledo, has been appointed a distributor for all Crosley products, according to Corley W. Kirby, domestic sales manager, Crosley Div., Avco Mfg. Corp.

Felix L. Kahn vice-president and general manager of Home Products, Inc., distributors, of Cincinnati and Dayton, announces the appointment of



W. EUGENE MART, JR.

W. Eugene Mart, Jr., as sales manager. Mr. Mart, after holding government positions, owned and operated the Mart Brokerage Co., in Evansville, Ind.

The Graybar Electric Co., recently opened a new office and warehouse in Cincinnati, with 10,000 sq. ft. of office space and 40,000 sq. ft. of warehouse space, as well as a large loading dock and customer parking space. L. B. Westfall is Ohio Valley district manager for the company.

Scott Sales Co., Locust and Page Sts., Toledo, has been named northwestern Ohio distributor for Coolerator refrigerators.

Appliance Parts Co. 15 St. Clair St., Toledo, has been organized to wholesale parts for all types of washers, and for service as well. The firm is managed by James A. Staebell.

The McKee Plumbing Supply Co., 2701 St. Clair Ave., Cleveland, has been appointed to distribute Stokol heating and air conditioning equipment in 23 counties of Ohio.

#### OREGON

Edith Hopkins is the new home service director for the wholesale firm of Harper-Meggee, Inc., Portland. She has done demonstration work for the H. J. Heinz Co., and the Fruit Dispatch Co. of New York, and home service work for the Jersey Central Power & Light Co.

Formal opening of the expanded

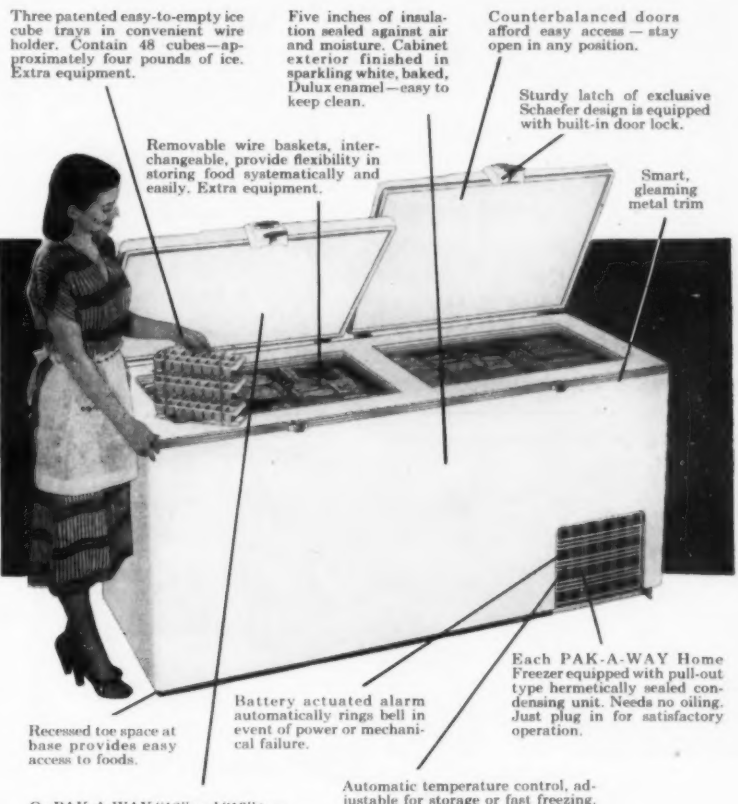
TRADEMARK REGISTERED

**HOME FREEZER**

VISIT US DURING  
**JULY MARKET**  
JULY 5-17, 1948  
**SPACE 17-K**  
AMERICAN FURNITURE MART

- Nationally Advertised • Strong, Unusual Promotion
- Competitively Priced • Liberal Discounts

THE WORLD'S *Finest* HOME FREEZER product of Schaefer's experience in building low temperature cabinets since 1929.



Three patented easy-to-empty ice cube trays in convenient wire holder. Contain 48 cubes—approximately four pounds of ice. Extra equipment.

Five inches of insulation sealed against air and moisture. Cabinet exterior finished in sparkling white, baked, Dulux enamel—easy to keep clean.

Counterbalanced doors afford easy access—stay open in any position.

Sturdy latch of exclusive Schaefer design is equipped with built-in door lock.

Smart, gleaming metal trim

Removable wire baskets, interchangeable, provide flexibility in storing food systematically and easily. Extra equipment.

Battery actuated alarm automatically rings bell in event of power or mechanical failure.

Automatic temperature control, adjustable for storage or fast freezing.

Each PAK-A-WAY Home Freezer equipped with pull-out type hermetically sealed condensing unit. Needs no oiling. Just plug in for satisfactory operation.

Recessed toe space at base provides easy access to foods.

On PAK-A-WAY "12" and "18" two insulated doors may be opened individually, thus providing convenient tabletop working space while exposing only part of cabinet interior at one time.

The 18 cubic foot PAK-A-WAY (illustrated) holds over 630 pounds of assorted foods. Made also in 12 cubic feet and 6 cubic feet sizes.

MINNEAPOLIS 1, **Schaefer** MINNESOTA

Send coupon for complete details of dealer or distributor franchise.

• **SCHAEFER, INC.** DEPT. P-648

• **MINNEAPOLIS 1, MINN.**

• Please send us complete details regarding dealership  distributorship  for

• Pak-A-Way Home Freezers.

• My name.....

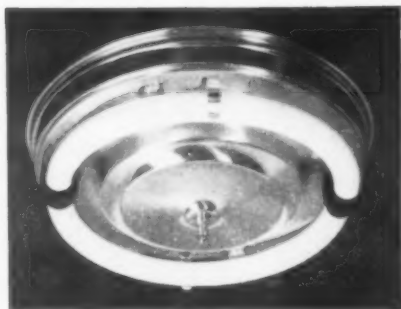
• Firm.....

• Address.....

• City..... State.....

## NEW—A JACWO Quality PRODUCT

ONLY  
**JACWO SELLS**  
*the*  
**Circlarc**  
 FLUORESCENT  
 FIXTURE  
 PLATED IN Colors!



Only JACWO makes the new CIRCLARC Fluorescent in colors to harmonize with any color scheme in any room. Gold, blue, pink and silver iridescent, triple baked white enamel, and high polish chrome finish (lacquered)—colors and finishes that will LAST A LIFETIME! Fixture 14" diameter; Bulb 12" diameter; using new 18 watt Westinghouse Bulbs. Approved by Underwriters. Easy to install. These are the fixtures that will build profits and loads—because they've got something NEW that the user WANTS and WILL BUY! See special introductory offer in panel at right.

**JACWO ELECTRIC SUPPLY CO.**  
 204-07 JAMAICA AVE., HOLLIS 7, N. Y.

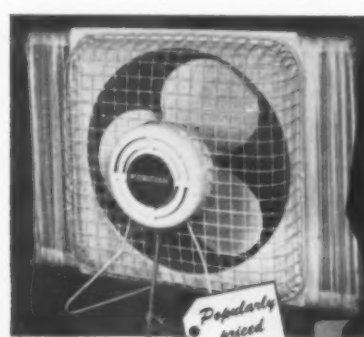
**PERMANENT COLORS  
 AND FINISH  
 NO DARK SPOTS!**

### Special Introductory Offer

To secure new accounts . . . Six fixtures (one of each color, including white and chrome, complete with bulbs.) Regularly sold to dealers for \$55.00 plus Federal tax. Now we will ship

**SIX FIXTURES  
 COMPLETE WITH BULBS  
 \$45.** Plus \$1.56  
 Federal Tax on Bulbs

F.O.B. Hollis, N. Y., on receipt of your order, with check. Send today for NEW fixture with exclusive Sales features—CIRCLARC!



**Ready for  
 immediate  
 delivery**

See the International—compare it point by point with any fan you have ever sold at any price. No other fan gives you all these selling features:

- **QUIET** . . . The motor floats on springs.
- **3 SPEED** . . . A speed for every cooling need.
- **FITS ANY WINDOW** . . . Special Vinyl plastic shroud permits expansion of width from 19" to 34". Height: 20".
- **PORTABLE** . . . Shroud is detachable. Fan can be used in windows, on floors, tables, etc.
- **POPULAR PRICE** . . . A welcome treat for your value and quality-conscious customers!

One model—No. 316—one size (16" blade)—in beautiful baked ivory enamel finish.

ORDER NOW from your wholesaler for quick delivery—and be ready for busy days ahead.

**International OIL BURNER CO.**  
 SPRING & PARK AVES. • ST. LOUIS 10, MO.

**A 1949 FAN  
 at a  
 1939 PRICE!**  
*The New  
 International*

Next year's fan—just in time for this year's hot spell! And at a popular pre-war price!



## DISTRIBUTOR NEWS

Kelley Appliance Center in Portland recently adds 800 sq. ft. of space to the store. This is the third expansion program undergone by the firm.

Portland Norge dealers and salesmen got a look at the new ranges and water heaters at a dinner meeting of the F. B. Connelly Co. of Oregon. W. L. Bowden, general manager, presided at the meeting. The new products were presented by Harry Holbrook, national sales manager of the electric range and water heater division of Norge, and J. M. Tenney, regional sales manager.

### PENNSYLVANIA

W. J. Browne, vice-president in charge of sales for the Coolerator Co., announces two new Pennsylvania distributor appointments. The H. C. Prutzman Co., Inc., of Altoona, and the J. E. Miller Co., Inc., 80 26th St., Pittsburgh, will distribute Coolerator refrigerators and home freezers in their respective areas.

Harold W. Goldstein, president of Anchor Distributing Co., Pittsburgh, capitalized on the California Gold Rush centennial to make the firm's Crosley showing successful. Two weeks before the meeting each of 500 dealers received a facsimile of a newspaper front page with the headline "Gold Discovered at Anchor." A few days later a brochure explained that the new Crosley models meant gold to the dealer, who was asked to "file his claim" of intention to be present at the meeting. He got in return a "proof of claim filed." The result of the whole thing was that Anchor found itself with \$500,000 worth of orders after the meeting.

Biehls, Inc., Pottsville, and Philadelphia Electronics, Inc., Philadelphia, have been franchised to handle distribution of Kitchen-Kraft steel kitchens, according to C. E. Bullock, vice-president in charge of sales for the Midwest Mfg. Co.

### SOUTH CAROLINA

Newly appointed assistant to Norman L. Cannon, president of the Cannon Distributing Co., Charleston, is Willis O. Jackson, former branch manager of the Westinghouse Electric Corp.'s lamp division in Atlanta, Ga.

C. Edgar Barron has ended nine years of association with the Motorola Corp. to establish a company in Charleston known as the Barron Distributing and Manufacturing Co. The firm will distribute automobile radios and other products in southern and eastern South Carolina; it will also manufacture radio parts and service auto radios.

### TENNESSEE

J. L. McDonald, vice-president of McDonald Bros., Philco distributors in Memphis, has announced two new positions in the organization. Leo Norman, who has been on the sales staff for two years, is now sales manager. Leo O. Smith joins the firm as television service manager, after five years as chief engineer of the Memphis police radio division.

Orgill Bros. & Co., Memphis, has been appointed a distributor of Ben-

## MERCHANDISING

**SUPPLEMENT  
 PRODUCTS - SERVICES  
 FOR MORE SALES - MORE PROFITS**  
 Continued on Opposite Page

## DISPLAYS-EXHIBITS ALL TYPES—ALL SIZES

• Wood, metal, plastic, cardboard, paper, mechanical, carvings, castings. Expert counsel and design service.  
 Ask our representative to call, no obligation  
**W. L. STENSGAARD & ASSOCIATES, INC.**  
 305 N. Justine St. Chicago 7, Ill.  
 America's largest and most complete display facilities

## SEARCHLIGHT SECTION

## BENDIX WASHER PARTS

**Heavy Duty for Commercial Use  
 HARDENED MOTOR SHAFTS  
 DOOR BUSHINGS  
 METAL HANDLES, ETC.**

Write for Complete Listings  
**WM. J. DOHERTY & CO.**  
 National Distributors  
 1728 Grand Central Terminal  
 NEW YORK 17 NEW YORK

REPLIES (Box No.): Address to office nearest you  
 NEW YORK: 330 W. 42nd St. (18)  
 CHICAGO: 520 N. Michigan Ave. (11)  
 SAN FRANCISCO: 68 Post St. (4)

## SELLING OPPORTUNITY OFFERED

WANTED: SALESMEN, Factory Representatives—Calling on Dealers. Splendid opportunity for modern "sink high" refrigerator with space-saving work-top. Very popular. Big dealer demand. Commission basis. Exclusive territories. Write giving experience, lines carried, territory covered, references. Moss Atlas Corp., 244 Herkimer St., Brooklyn 16, N. Y.

## INDEX TO ADVERTISERS

JUNE 15, 1948

American Furniture Mart, The . . . . .	8
Bright Star Battery Co. . . . .	26
Commercial Credit Corp. . . . .	14
Conlon Div., Conlon-Moore Corp. . . . .	Fourth Cover
Conlon Bros. Mfg. Co. . . . .	20
Dexter Co., The . . . . .	29
Finders Mfg. Co. . . . .	22
Goodyear Tire & Rubber Co., The . . . . .	11
Grand Home Appliance Co. . . . .	30
Howard Industries, Inc. . . . .	33
International Oil Burner Co. . . . .	32
Jacwo Electric Supply Co. . . . .	32
Libbey-Owens-Ford Glass Co. . . . .	27
Merchandise Mart, The . . . . .	19
National Pressure Cooker Co. . . . .	16
Nelda Publications, Inc. Third Cover	
Noblitt-Sparks Industries, Inc. . . . .	13
Panamco Ltd. . . . .	33
Premier Vacuum Cleaner Div., General Electric Co. . . . .	25
Robco Corp. . . . .	33
Schaefer Inc. . . . .	31
Stober Mfg. Co. . . . .	18
Turnpenny Ltd., F & G. . . . .	21



Victory did not end the paper shortage. Need for waste paper is as great as ever.

Why? Because supplies must still be shipped in paper to our occupation forces and liberated countries. For the Pacific area these take double and triple wrapping to withstand long sea voyages and tropical climates.

Meanwhile, demand for domestic packaging paper comes from scores of reconverted industries. Jobs and shipments of new goods depend on paper, the essential protection of almost everything made in our factories.

That's why you should designate one place as your Salvage Corner. Collect all your waste paper there before you bundle and turn it in. If you're in doubt about how to get it packed up, call your local newspaper or Salvage Committee.

Hur farm and home freezers for Mississippi, Arkansas and western Tennessee.

Nearly 900 Frigidaire men from Tennessee, Arkansas, Mississippi and Kentucky heard John M. McGregor, president of McGregor's, Inc., their host, tell them that April was the best month the firm ever had, with more than \$1½ million in sales. They also heard F. H. Peters, Frigidaire's advertising manager, and F. M. Davidson, manager of the southwestern region.

**TEXAS**

The Covington Distributing Co., Houston, will cover east central Texas for Ben-Hur farm and home freezers, according to A. B. Bechaud, vice-president and sales manager of Ben-Hur Mfg. Co.

**UTAH**

Hamilton Hoge, president of the United States Television Mfg. Corp. has announced the appointment of Arnsperger & Ostler, Inc., as UST's distributor in Salt Lake City. The firm is located at 276 W. First South St.

Standard Supply Co., Salt Lake City, has been named distributor of Ben-Hur farm and home freezers for Utah, Idaho and eastern Nevada.

RCA radio and television retailers in Salt Lake City recently received an introduction in video service at a meeting sponsored by Glenn Earl, Inc, RCA Victor distributor in Salt Lake City, in cooperation with the RCA Victor division of the Radio Corp. of America. The meeting was held in anticipation of the inauguration of commercial television service by station KDYL-TV in Salt Lake City.

**VIRGINIA**

The Commonwealth Sales Corp., radio and appliance distributors, will erect a \$30,000 store at 3300 Norfolk St., Richmond.

Television, Inc., has been authorized to conduct a wholesale and retail business in television and radio sets. Officers include John J. McDonald, Jr., president; R. Pinkney Sowers, vice-president, and E. Ann McDonald, secretary and treasurer.

**WEST VIRGINIA**

Eskew, Smith and Cannon, distributors for Zenith radio in central and southern West Virginia, held a sales and service meeting for their dealers and salesmen recently, in Charlotte.

**WISCONSIN**

New general sales manager of Radio Specialty Co., Philco distributors in Milwaukee, is Carl Krumrei, Jr., who was formerly with Philco at Newark, N. J.

Air King Products Co., Inc., has added a new Wisconsin distributor, according to Roland D. Payne, the firm's sales manager. It is the Master Appliance Mfg. Corp., Bridge & Ontario Sts., Racine.

**BRITISH COLUMBIA**

Reliance Distributors, Ltd., Vancouver, have taken over the business formerly operated by the Northland Automatic Appliances, Ltd. Bob Talling will continue with the new firm as office manager, with A. B. Smith as service manager.

**ROBCO ALL-PURPOSE METER**

FOR

**COIN-CONTROLLING ELECTRICAL APPLIANCES**



- Fits ANY Automatic Washer
- Easy to Install—on Wall or Appliance

- Timing Adjustable From 10 Min. to 1 Hour
- Trouble Free—Reliable Operation
- Adaptable to Ironers, Dryers, Extractors, etc.

Specify Operation—Nickel, Dime, Quarter, Half Dollar

WRITE TODAY FOR COMPLETE INFORMATION TO

**WM. J. DOHERTY & CO.**

National Distributors

1728 Grand Central Terminal New York 17, N. Y.

**Speed Up the Pulse of Your Business with**

**HOWARD**

**Pulsaire Cool Air Circulator**



RETAIL PRICE  
**\$39.95**  
TAX INCLUDED

**Model B-1**

**With Two Speeds For Controlled Air Circulation**

Watch sales soar when you display the HOWARD Pulsaire, guaranteed to give your customers a refreshing cool-off. Cool floor air is impelled against the HOWARD Cover Cone, and deflected to all corners of any room. Handsomely finished, the HOWARD Pulsaire can be used as a game or serving table—even as a footstool. By every test, it deserves a place in your merchandising line-up.

HOWARD'S national advertising in Saturday Evening Post, Collier's, Better Homes & Gardens and House Beautiful keeps making sales for you. Get set for volume business by mailing the coupon today.

**HOWARD INDUSTRIES, INC.**  
Makers of Famous EMC Motors

Howard Appliance Division  
**HOWARD INDUSTRIES, INC.**  
231 S. LaSalle St., Chicago 4, Ill.  
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JUNE 15, 1948

## HAVE YOU HEARD...

### COOK JET

In this age of Thunderjets and Zoomjets, airplanes both, it is not surprising that at least one appliance manufacturer has found a use for jet engine metal, titanium steel, in a common, ordinary household appliance. Westinghouse Electric reports that the metal is in limited use on electric range tops and will eventually be used on all the company's electric ranges. A newly developed titanium porcelain replaces the formerly used three protective steel-finishing coats.

### SOMETHING SMELLS

In Chicago you can buy rose scented light bulbs in neat packages of six for the modest sum of \$5.85. The city's Better Business Bureau has heard all about it—in the form of complaints from bilked customers who discovered that the scent disappeared almost as fast as the salesman. Similar complaints from Wisconsin reveal that the same deal has been pulled there with pine scented bulbs. In both places the purchasers seem to get left with a slight but definite fishy odor.

### UNDERWATER RADIO

Motorola, Inc., informs us that a cab driver in Normal, Ill., recently delivered a passenger at a waterfront cabin and, in turning around, became rattled and backed the vehicle into five feet of water. Motorola's point was that the wet and rattled cabbie came to the surface with his Motorola radio microphone in his hand, and radioed for help, thus proving that Motorola works under water just as well, or even better, than a ball point pen. More interesting, however, is what rattled the cabbie? Most of 'em don't rattle easily, anyway not to the extent of zooming backwards into a lake. We'd kind of like to see that resort cabin.

### GET IT NOW

"The old icebox won't last through another war, Mom," was interpreted by many as the reason for unusual volume buying at the recent Kentuckiana Home Show, Louisville, Ky. According to Joseph Brooks, managing director, attendance and buying at the show was tops. Appliance agent Jack Waters said, "The super deluxe models are selling better than the deluxe. The deluxes are outselling the specials and the specials are going faster than the standards." Five dealer exhibitors reported that over \$100,000 worth of complete kitchens were sold to patrons during the first five days. One agent sold 25 washers off the floor, piled up a list of 600 prospects.



"A 100-WATT BULB HERE, JOE —"



"WHY, HELLO THERE, DARLING. I WAS—UH—JUST EXPLAINING TO FRED THE SHAPE OF OUR NEW COFFEE-MAKER"

### TELEMEETING

Peirce-Phelps, Inc., Philadelphia distributors, had a bright idea when they conducted a recent morning sales meeting on Proctor irons via a special television program over WPTZ. What Peirce-Phelps didn't count on was the number of consumers who would tune in and later prove the effectiveness of the sales meeting by buying irons. It just goes to prove that people will break their necks to get in on something that they think is none of their business. In this case it was, of course—and good business, too.

### EMERGENCY CHURCH

Some 10,000 members of the Mormon Church who couldn't crowd into the Latter Day Saints Tabernacle in Salt Lake City for the sect's annual spring conference saw the services via television from an adjacent building. Station KSL made use of portable equipment and coaxial cable to telecast the proceedings. Six DuMont receivers picked up the telecast. All of which proves that rumors that television sets will pick up nothing but baseball games and wrestling matches are entirely false.

### THUMBS DOWN

Times have changed and now comes Robert E. Pye, secretary of the Minnesota Bankers Assn., to tell how to stop fraudulent check writing. Under this "thumb print" plan any stranger wishing to cash a check must place his right thumb print on the back of the check beside his signature.

According to Elmer O. Stover, superintendent of the Bureau of Criminal Apprehension, fraudulent check writing is increasing in Minnesota and as unemployment increases, check forgery and other means of defrauding the public will be practiced on an enormous scale.

Should a person pass a worthless check bearing his fingerprint it would be a relatively simple matter for law enforcement agencies to run him down with a saving of both time and money.




### RADIO'S FUTURE

Speaking recently at Boston University, where he was invested with the honorary degree of Doctor of Commercial Science, David Sarnoff, president of RCA, mentioned a few future possibilities in the radio world. "A miniature power supply in capsule form may make possible radio receivers no larger than a wrist watch, and tiny television sets to be carried in the pocket like a camera," he declared. "When this day comes, people also may carry pocket-size radiophones that will enable them to communicate with home or office, no matter where they are."

### NO, NOT THAT

The last hope of the student who substitutes a good gift of gab for the facts on college examination papers has been ruthlessly destroyed. Professor W. H. Steinbach of the University of Miami, Fla., recently read a paper to the American Chemical Society, which paper described an electronic examination grading machine which can mark ten papers a minute with an accuracy of 99 percent—higher than most students can go anyway. The students' answers are marked with a heavy lead pencil in the form of true or false checks on special paper. The papers are fed into the machine which, having been previously primed on the right answers, marks them right or wrong. Students will be sorry to hear that it saves 80 percent in grading costs.



  
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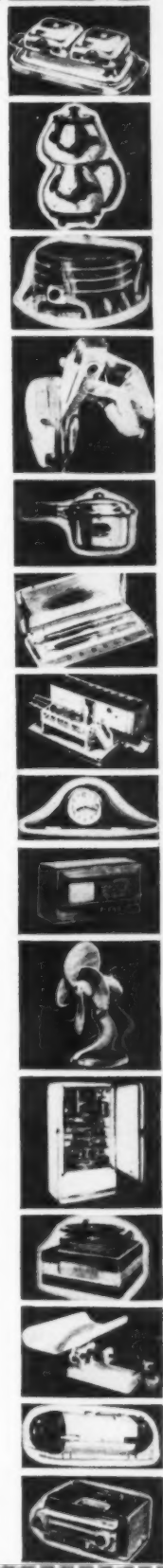
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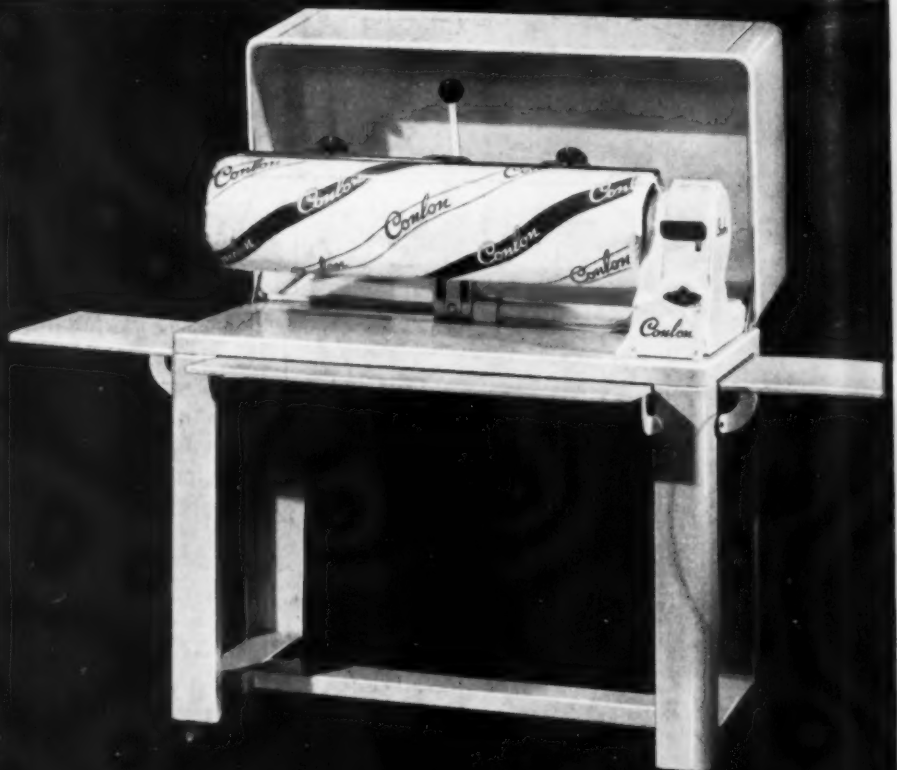
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Basic Model \$129.95. Knee Control, Lap-Tray and Two End Shelves \$10.00 (Retail) Table Top Cabinet \$10.00 (Retail). Ironer (as shown) with all accessories \$149.95 (Retail).



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*Conlon* WASHER **\$89<sup>95</sup>**  
TO RETAIL FOR ONLY SELECT PUMP Slightly Higher

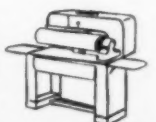
Conlon does it again! An amazing value... to put new life in your washer sales! Feature for feature and dollar for dollar, this, big new Conlon Washer leads the field. Full-family size; 17 gallon capacity; All white; Big porcelain or aluminum tub; Efficient, thorough washing action; Tangle-proof, 3-vane aluminum agitator; Precision Built; Lifetime lubrication; Balloon roll wringer. Full Conlon Guarantee and 15-Year Re-Build Policy. Don't miss this big washer promotion opportunity. Write today for dealer prices and "hot" promotion plan.

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